



Course Prefix/Number/Title: BOTE 218 – Desktop Publishing

Number of Credits: 3

Course Description: An introduction to the concepts of desktop publishing through the use of Microsoft Publisher with an emphasis on creating useful documents for school, business and personal purposes. This is a study of the different types of publications that can be created through Microsoft Publisher. Development of flyers, brochures, newsletters and custom publications is discussed.

Pre-/Co-requisites: None

Course Objectives: At the end of the course, the student will be able to...

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- Demonstrate knowledge and application of publication development using Microsoft Publisher.
- Create publications from scratch and customize preset templates.
- Design useful marketing materials such as flyers, brochures, and newsletters.
- Design important business forms such as business cards and letterheads.
- Integrate other Microsoft products, such as Excel and Access, with Publisher for custom publication designs.
- Demonstrate knowledge of advanced publication design by creating catalogs, booklets, and interactive websites using Microsoft Publisher.
- Effectively utilize the different features available for use in Microsoft Publisher.
- Identify appropriate types of publications for specific marketing functions and business processes.
- Apply best design practices to create visually appealing publications.
- Discuss the benefits of using Microsoft Publisher for school, business and personal purposes.
- Understand the different methods of saving, publishing and printing Microsoft Publisher publications.
- Utilize skills learned in Microsoft Publisher to acclimate to other design software, such as Canva, to create graphics, images, and publications for successful desktop publishing and social media marketing integration.

Instructor: Emily Rodacker

Office: n/a

Office Hours: Call or text anytime

Phone: (701) 340-4069

Email: emily.rodacker@ndus.edu

Lecture/Lab Schedule: Online

Textbook(s): *Microsoft® Office 365 Publisher 2019: Comprehensive, Starks. ISBN: 9780357360026.*

Course Requirements:

- **Software Requirements:** Microsoft® Office 365 and Microsoft® Publisher 2016 or newer.
- **System Requirements:** Currently, Publisher is not compatible with Apple products, a PC is required. The computer labs on campus all have access to Microsoft® Publisher. System requirements for Microsoft® Office 365 products can be found here: <https://www.microsoft.com/en-us/microsoft-365/microsoft-365-and-office-resources#Office365forBEG>
- Completion of assignments, tests and projects.
- Grading is the accumulation of assignments, quizzes and tests for total points.
90-100 = A 80-89 = B 70-79 = C 65-69 = D <65 = F

Tentative Course Outline: Through this course you will learn how to create publications that are useful for school, personal and business purposes from templates provided by Microsoft® Publisher and from scratch. The textbook will provide guided tutorials to develop your skills as a desktop publishing professional. The course will cover an introduction to Office 365 and applications using Microsoft® Publisher to create a flyer, a trifold brochure, a newsletter, a publication from scratch, business information sets, Publisher tables and how to use advanced formatting options.

General Education Competency/Learning Outcome(s) OR CTE Competency/Department Learning Outcome(s): Employs industry specific skills in preparation for workplace readiness.

1. Utilize industry specific technologies.
2. Employ management of information procedures.

Relationship to Campus Focus: Dakota College at Bottineau emphasizes nature, technology and beyond as a focus for the unique blend of courses and programs offered here. This course will emphasize the use of technology and prepare students for the future use of computers, hardware and software.

Classroom Policies:

- All assignments are due on the specified due date by 11:55pm CST. All assignments are due before the final project is completed. Make sure your name and assignment appear in the filename of your document. For example, Ch1Lab1ERodacker. Zipped folder names should be named similar to: Lesson3ERodacker. Follow the instructions provided for submitting assignments. You are permitted to work ahead
- All assignments are available at all times and can be completed prior to the specified due date.

Student Email Policy: Dakota College at Bottineau is increasingly dependent upon email as an official form of communication. A student's campus-assigned email address will be the only one recognized by the Campus for official mailings. The liability for missing or not acting upon important information conveyed via campus email rests with the student.

Academic Integrity: According to the DCB Student Handbook, students are responsible for submitting their own work. Students who cooperate on oral or written examinations or work without authorization share the responsibility for violation of academic principles, and the students are subject to disciplinary action even when one of the students is not enrolled in the course where the violation occurred. The Code detailed in the Academic Honesty/Dishonesty section of the Student Handbook will serve as the guideline for cases where cheating, plagiarism or other academic improprieties have occurred.

Disabilities or Special Needs: Students with disabilities or special needs (academic or otherwise) are encouraged to contact the instructor and Disability Support Services.

Title IX: Dakota College at Bottineau (DCB) faculty are committed to helping create a safe learning environment for all students and for the College as a whole. Please be aware that all DCB employees (other than those designated as confidential resources such as advocates, counselors, clergy and healthcare providers) are required to report information about such discrimination and harassment to the College Title IX Coordinator. This means that if a student tells a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member must share that information with the College's Title IX Coordinator. Students wishing to speak to a confidential employee who does not have this reporting responsibility can find a list of resources on the DCB Title IX webpage.