

Dakota College at Bottineau Course Syllabus

Course Prefix/Number/Title: BOTE 218 – Desktop Publishing, Microsoft Publisher

Number of Credits: 3 semester hours

Pre/Co-requisites: None

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.

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

- Demonstrate knowledge and application of publication development using Microsoft Publisher 2016.
- 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 2016.
- Effectively utilize the different features available for use in Microsoft Publisher 2016.
- 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 2016 for school, business and personal purposes.
- Understand the different methods of saving, publishing and printing Microsoft Publisher 2016 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.

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Lecture/Lab Schedule: Online

Textbooks: *Microsoft® Office 365 Publisher 2016: Comprehensive*, Starks. ISBN: 978-1-305-87120-5.

Software Requirements: Microsoft® Publisher 2016

System Requirements: (obtained from <https://products.office.com/en-us/office-system-requirements>)

Processor Required

1 GHz or faster processor

Memory Required

2 GB RAM or more

Hard disk

3 GB available disk space

Media drive

DVD or CD-ROM

Display required

1200 x 800 or higher resolution monitor

Operating System

Windows 10, Windows 8.1, Windows 8,
Windows 7 Service Pack 1, Windows 10

Server, Windows Server 2012 R2,
Windows Server 2012, or Windows
Server 2008 R2

For the best experience, use the latest
version of any operating system.

Connectivity required

Internet functionality requires an
Internet connection

Browser required

Current version of Internet Explorer;
the current version of Microsoft Edge,
Safari, Chrome, or Firefox.

Course Requirements:

- 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 2010 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 2016 and Windows 10 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.

Relationship to Campus Theme: 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:

- **Assignments:** 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.
- **Academic Integrity:** Plagiarism and cheating are serious offenses and may be punished by failure on exam, paper or project; failure in course; and/or expulsion from the university. For more information, refer to the "Academic Dishonesty" policy in the university catalog or the student handbook online: <http://www.dakotacollege.edu/pdf/studenthandbook.pdf>

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.

Disabilities and Course Adaptations: If you need any accommodations or materials in alternative formats, please let me know immediately. If you have already met with Student Development personnel, please provide me with information regarding your needs as soon as possible so that I can make appropriate accommodations.