

# Alexandria Technical and Community College

## ADMN 2512: Desktop Publishing Essentials

### A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: 3

Lab Hours/Week: 2

OJT Hours/Week: \*.\*

Prerequisites:

This course requires either of these prerequisite categories

1. ITEC 1430 - Introduction to Computers (Number of Years Valid: 5)

Or

2. ITEC 1440 - Beginning Personal Computer I (Number of Years Valid: 5)

Corequisites: None

MnTC Goals: None

In this course students are introduced to desktop publishing concepts, terminology, techniques and applications within the Adobe Suite. This suite is a bundle of four independent software programs which include: Adobe InDesign, a page layout software program; Photoshop, an image editing software program; Illustrator, a full-featured drawing software program; and Dreamweaver, a Web site development software program. Through hands on software application, students will learn basic typography, image enhancement, and how to integrate text, images, and graphics to create a variety of business products from page layouts and professional documents, to Web sites and illustrations. Prerequisite: ITEC1430 or ITEC1440.

**B. COURSE EFFECTIVE DATES:** 05/18/2010 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. With the use of page layout software, students will work with and format text. Design, create, and work with frames, objects, and color (spot, process, and Pantone).
2. With the use of image editing software, students will work with images, layering groups, and incorporating a variety of color techniques to transform images.
3. With the use of drawing software, the students will create basic shapes, text, and gradients; drawing and composing an illustration, and transforming and distorting objects.
4. Students will work with Web development software by creating and managing a web site, creating CSS layouts, and working with images and text on Web pages.

### D. LEARNING OUTCOMES (General)

1. The learner will demonstrate overall understanding of page layout software through working with and formatting text, designing and creating and working with frames, objects, and color.
2. The learner will demonstrate an overall understanding of image editing software through working with images, layering groups, and incorporating a variety of color techniques to transform images.
3. The learner will demonstrate an overall understanding of drawing software through creating basic shapes, text, and gradients; drawing and composing an illustration, and transforming and distorting objects.
4. The learner will demonstrate an overall understanding of basic Web development software through creating and managing a web site, creating CSS layouts, and working with images and text on Web pages.

**E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

None

**F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

**G. SPECIAL INFORMATION**

None noted