



**DESKTOP PUBLISHING &
PRESENTATION
APPLICATIONS/BUSN 1430
COURSE SYLLABUS
ONLINE
Summer Semester 2017**

Semester: Summer 2017

Course Title: Desktop Publishing & Presentation Applications

Course Number: BUSN 1430

Credit Hours/ Minutes: 4 / 4500

Class Location: GVTC/Blackboard

Class Meets: Via Internet/ 9 weeks

CRN: 60118

Instructor: Linda Whitfield

Office Hours: 2:00 p.m. – 4:30 p.m. Monday - Thursday

Office Location: Room 804, Gillis Medical Building

Email Address: lwhitfield@southeasterntech.edu*

*This is my preferred method of contact.

Phone: 912-538-3158

Fax Number: 912-538-3106

REQUIRED TEXT: Desktop Publishing & Presentation Applications-BUSN 1430. **Course Technology:** Cengage Learning. **Sebok and Starks, ISBN-13: 978-1-305-29200-0.**

REQUIRED SUPPLIES & SOFTWARE: Microsoft PowerPoint 2013 and Microsoft Publisher 2013. Browser requirement is Internet Explorer 9 or higher, Mozilla Firefox, or Google Chrome.

Note: Although students can use their smart phones and tablets to access their online course(s), exams, discussions, assignments, and other graded activities should be performed on a personal computer. Neither BLACKBOARD nor GVTC provide technical support for issues relating to the use of a smart phone or tablet so students are advised to not rely on these devices to take an online course.

COURSE DESCRIPTION: This course covers the knowledge and skills required to use desktop publishing (DTP) software and presentation software to create business publications and presentations.

MAJOR COURSE COMPETENCIES: Topics include: desktop publishing concepts, basic graphic design, publication layout, presentation design, and practical applications.

PREREQUISITE: COMP 1000 or Guided Elective

COURSE OUTLINE:

1. Desktop Publishing and Presentation Concepts
2. Basic Graphic Design
3. Publication Layout
4. Operation of Application Software
5. Practical Applications

GENERAL EDUCATION CORE COMPETENCIES: STC has identified the following general education core competencies that graduates will attain:

1. The ability to utilize standard written English.
2. The ability to solve practical mathematical problems.
3. The ability to read, analyze, and interpret information.

STUDENT REQUIREMENTS: Students are expected to complete all work required by the instructor, and to attend the required proctored campus exam. Tests and assignments must be completed on the specified dates. Ample time is given for completion of all assignments; therefore, **NO ASSIGNMENT WILL BE ACCEPTED LATE. A grade of zero will be given for any late assignment. Assignments will be via the dropbox in the Blackboard course.** All online students must pledge that they have read and understand the STC Online Orientation within the first three days of class. Online students are responsible for checking e-mails and Blackboard announcements DAILY.

ONLINE ATTENDANCE: It is the student's responsibility to be academically engaged each week doing course related

activities. The completion dates of these activities will be used to determine a student's last date of attendance in the event a student withdraws, stops attending, or receives an F in a course. Students will not be withdrawn by an instructor for attendance; however, all instructors will keep records of graded assignments and student participation in course activities. Students will be expected to complete all work required by the instructor as described in the individual course syllabus.

Students will have at least one week to complete tests and assignments. All tests and assignments are due at midnight on Monday of each week. Exceptions to the due dates of assignments due to jury duty, military duty, court duty, or required job training will be made at the discretion of the instructor.

SPECIAL NEEDS: Students with disabilities who believe that they may need accommodations in this class based on the impact of a disability are encouraged to contact Helen Thomas, 912-538-3126, hthomas@southeasterntech.edu, to coordinate reasonable accommodations.

SPECIFIC ABSENCES: Provisions for Instructional Time missed because of documented absences due to jury duty, military duty, court duty, or required job training will be made at the discretion of the instructor.

PREGNANCY: Southeastern Technical College does not discriminate on the basis of pregnancy. However, we can offer accommodations to students who are pregnant that need special consideration to successfully complete the course. If you think you will need accommodations due to pregnancy, please advise me and make appropriate arrangements with Helen Thomas, 912-538-3126, hthomas@southeasterntech.edu.

WITHDRAWAL PROCEDURE: Students wishing to officially withdraw from a course(s) or all courses after the drop/add period and prior to the 65% portion of the semester (date will be posted on the school calendar) must speak with a Career Counselor in Student Affairs and complete a Student Withdrawal Form. A grade of "W" is assigned when the student completes the withdrawal form from the course.

Students who are dropped from courses due to attendance (see your course syllabus for attendance policy) after drop/add until the 65% point of the semester will receive a "W" for the course. Abandoning a course(s) instead of following official withdrawal procedures may result in a grade of 'F' being assigned.

After the 65% portion of the semester, the student will receive a grade for the course. (Please note: A zero will be given for all missed assignments.)

There is no refund for partial reduction of hours. Withdrawals may affect students' eligibility for financial aid for the current semester and in the future, so a student must also speak with a representative of the Financial Aid Office to determine any financial penalties that may be assessed due to the withdrawal. All grades, including grades of 'W', will count in attempted hour calculations for the purpose of Financial Aid.

Remember - Informing your instructor that you will not return to his/her course does not satisfy the approved withdrawal procedure outlined above.

PROCTORED EVENT REQUIREMENT: In order to validate student identity for all online courses, students enrolled in online courses are **required** to complete one proctored event per online course. The proctored event will be administered on two separate days during the semester—once on the Vidalia campus and once on the Swainsboro campus and will be monitored by the instructor or another STC employee. The proctored event may be a major exam, assignment, or presentation, etc. that will count a minimum of 20% of the course grade. Students must attend one of the scheduled proctored sessions and will need to make arrangements with work, childcare, etc. The specific dates of the proctored event are scheduled on the Lesson Plan/Calendar for the online course. Students living further than 75 miles from either campus who cannot come to Southeastern Tech for the event must secure an approved proctoring site. The site and the proctor must meet Southeastern Technical College's requirements (instructor will provide more information and necessary forms if this is the case). Note: Students taking proctored events off campus will utilize the Proctor Scheduling and Approval Form found in Blackboard within the Getting Started/Start Here and Proctored Event area. The completed form should be submitted to the course instructor a minimum of two weeks prior to the proctored event. If approved, the instructor will notify the proctor.

Students arranging off-campus proctoring must take the event on one of the originally scheduled days. Students who do not complete the proctored event as scheduled must submit a valid documented excuse within three business days after the scheduled event. If the excuse is approved, students must make arrangements with the instructor to makeup/reschedule the missed event. The penalty and makeup instructions will be at the instructor's discretion. Proctored events will be given after the 65% point of the semester. **Students who do not complete the proctored event will receive an F in the course.**

As published on STC's website, any expenses incurred to obtain a proctor will be the responsibility of the student; however, students are not charged a proctoring fee when taking the proctored exam on the campus of Southeastern Tech. Most of Georgia's technical colleges do not charge to proctor exams for students enrolled in other TCSG colleges. Students who are enrolled at Southeastern Technical College and live out of the state of Georgia or out of the country could incur a proctoring charge. However, in that instance, the instructor would assist the student in locating the least expensive proctor.

The required proctored event for this class is Tuesday, July 11, 2017, OR Wednesday, July 12, 2017. The event will be given on Tuesday, July 11, 2017, at the Vidalia Campus, Medical Technology Building, Room 806, and will begin at 1:30 p.m. sharp. The event will also be given on Wednesday, July 12, 2017, at the Swainsboro Campus, Building 2, Room 2122, and will begin at 1:30 p.m. sharp. The proctored exam is listed in the lesson plan. The test will be composed of an objective exam over Chapters 1 – 4 in Publisher and an objective exam over Chapters 2, 5, and 6 in PowerPoint. You may come either day that is convenient for you!

DISCUSSION BOARDS: Discussion Board topics must be appropriate to the class. Spelling and Grammar are considered part of the grade. Posted content should fully answer the question. Short one to two sentence posts will not be sufficient. See Discussion Board rubric below.

CHECKING GRADES: A grade book is made available in the Blackboard course on the main page when students log in. This grade book is for students to review and is continuously updated throughout the semester. The overall percentage averages should display in the grade book to help track course progress.

CHAPTER WORK: Chapter work will be checked to ensure that work is consistently being completed. **Assignments must be saved in the appropriate dropbox in the Blackboard course.**

MAKEUP GUIDELINES: Tests and assignments must be completed on the specified dates. Ample time is given for completion of all assignments; therefore, **NO ASSIGNMENT WILL BE ACCEPTED LATE.** A grade of zero will be given for any late assignment.

ACADEMIC DISHONESTY POLICY: The STC Academic Dishonesty Policy states All forms of academic dishonesty, including but not limited to cheating on tests, plagiarism, collusion, and falsification of information, will call for discipline. The policy can also be found in the STC Catalog and Student Handbook.

Procedure for Academic Misconduct

The procedure for dealing with academic misconduct and dishonesty is as follows:

--First Offense--

Student will be assigned a grade of "0" for the test or assignment. Instructor keeps a record in course/program files and notes as first offense. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus. The Registrar will input the incident into Banner for tracking purposes.

--Second Offense--

Student is given a grade of "WF" for the course in which offense occurs. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus indicating a "WF" has been issued as a result of second offense. The Registrar will input the incident into Banner for tracking purposes.

--Third Offense--

Student is given a grade of "WF" for the course in which the offense occurs. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus indicating a "WF" has been issued as a result of second offense. The Vice President for Student Affairs, or designee, will notify the student of suspension from college for a specified period of time. The Registrar will input the incident into Banner for tracking purposes.

STATEMENT OF NON-DISCRIMINATION: The Technical College System of Georgia and its constituent Technical Colleges do not discriminate on the basis of race, color, creed, national or ethnic origin, sex, religion, disability, age, political affiliation or belief, genetic information, disabled veteran, veteran of the Vietnam Era, spouse of military member

or citizenship status (except in those special circumstances permitted or mandated by law). This school is in compliance with Title VI of the Civil Rights Act of 1964, which prohibits discrimination on the basis of race, color, or national origin; with the provisions of Title IX of the Educational Amendments of 1972, which prohibits discrimination on the basis of gender; with the provisions of Section 504 of the Rehabilitation Act of 1973, which prohibits discrimination on the basis of handicap; and with the American with Disabilities Act (ADA).

The following individuals have been designated to handle inquiries regarding the nondiscrimination policies:

ADA/Section 504 - Equity- Title IX (Students) - OCR Compliance Officer	Title VI - Title IX (Employees) - EEOC Officer
Helen Thomas, Special Needs Specialist Vidalia Campus 3001 East 1 st Street, Vidalia Office 108 Phone: 912-538-3126 hthomas@southeasterntech.edu	Blythe Wilcox, Director of Human Resources Vidalia Campus 3001 East 1 st Street, Vidalia Office 138B Phone: 912-538-3147 bwilcox@southeasterntech.edu

GRIEVANCE PROCEDURES: Grievance procedures can be found in the Catalog and Handbook located on STC's website.

ACCESS TO TECHNOLOGY: Students can now access Blackboard, Remote Lab Access, Student Email, Library Databases (Galileo), and BannerWeb via the mySTC portal or by clicking the Current Students link on the STC website at www.southeasterntech.edu.

GRADING POLICY

Objective Exams	25%
Production Exams	20%
Proctored Exam	20%
Chapter and Lab Work	30%
Discussion Boards	<u>5%</u>
Total	100%

GRADING SCALE

A: 90-100
B: 80-89
C: 70-79
D: 60-69
F: 0-59

TCSG GUARANTEE/WARRANTY STATEMENT:

The Technical College System of Georgia guarantees employers that graduates of State Technical Colleges shall possess skills and knowledge as prescribed by State Curriculum Standards. Should any graduate employee within two years of graduation be deemed lacking in said skills, that student shall be retrained in any State Technical College at no charge for instructional costs to either the student or the employer.

**BUSN 1430-DESKTOP PUBLISHING & POWERPOINT APPLICATIONS
SUMMER SEMESTER 2017 LESSON PLAN**

Date	Chap / Less	Content	Assignments & Tests Due	Comp Area
Week 1 (May 17 – May 22)				
Wed May 17		Class Introduction – Syllabus, Outline, Rules, and Regulations Coverage	<p align="center">YOU DO NOT HAVE TO COMPLETE THE “CONSIDER THIS” ACTIVITIES AT THE END OF THE ASSIGNMENTS!</p> <p>Logon to BLACKBOARD MAIL: Send email to Instructor. Reply to any Instructor email.</p> <p>Login to BLACKBOARD by 05/17 MIDNIGHT</p>	*1,3,5,6 **a,c
18			<p>Complete Personal Introduction on BLACKBOARD by 05/22</p> <p>Read and review information regarding BLACKBOARD, IDS, and Discussion Board coverage</p> <p>Complete Pledge Online by 05/22</p> <p>YOU DO NOT HAVE TO EMAIL ME THE STUDENT PACKET---JUST COMPLETE THE PLEDGE</p>	
22		Microsoft PowerPoint 2013: Enhancing A Presentation with Pictures, Shapes, and WordArt	<p>Chapter 2 Work (Emergency Plan)</p> <p>PLACE IN DROPBOX. DO NOT PRINT OR EMAIL.</p> <p>DUE 05/22 MIDNIGHT</p> <p>Project: Chap 2 In the Lab 1 from BOOK (Lab 2-1 Homemade Apple Pie) PLACE IN DROPBOX. DO NOT PRINT OR EMAIL.</p> <p>DUE 05/22 MIDNIGHT</p>	
			<p>Chapter 2 Objective and Production Exam</p> <p>DUE 05/22 MIDNIGHT</p>	
Week 2 (May 23 – May 29)				
Tues May 23	5	Microsoft PowerPoint 2013: Collaborating on and Delivering a Presentation	<p>Chapter 5 Work (Mayans Final; Mayans Final Show; Mayans SmartArt; Mayans Final Previous Version; Mayans Final Duplicate)</p> <p>PLACE IN DROPBOX. DO NOT PRINT OR EMAIL. YOU DO NOT HAVE TO STORE ON A CD (PAGE 308-309).</p> <p>DUE 05/29 MIDNIGHT</p>	*1,2,3,5,6 **a,b,c
24			<p>Project: Chap 5 In the Lab 1 from BOOK (Lab 5-1 Teaching Kids about Gardening).</p> <p>PLACE IN DROPBOX. DO NOT PRINT OR EMAIL.</p> <p>DUE 05/29 MIDNIGHT</p>	
25			<p>Complete Discussion Board Topic #1</p> <p>DUE 05/29 MIDNIGHT</p>	
29			<p>Chapter 5 Objective and Production Exam</p> <p>DUE 05/29 MIDNIGHT</p>	
Week 3 (May 30 – June 5)				
Tues May 30	6	Microsoft PowerPoint 2013: Navigating Presentations Using Hyperlinks and Action Buttons	<p>Chapter 6 Work (Exercise Motivation)</p> <p>PLACE IN DROPBOX. DO NOT PRINT OR EMAIL.</p> <p>DUE 06/05 MIDNIGHT</p>	*1,2,3,5,6 **a,b,c

			Project: Chap 6 In the Lab 1 from BOOK (Lab 6-1 Likeable Ladybugs-Do not complete step #13) PLACE IN DROPBOX. DO NOT PRINT OR EMAIL. DUE 06/05 MIDNIGHT	
31				
June 1			Chapter 6 Objective and Production Exam DUE 06/05 MIDNIGHT	
5			Complete <u>Discussion Board Topic #2</u> DUE 06/05 MIDNIGHT	
Week 4 (June 6 – June 12)				
Tues June 6	1	Microsoft Publisher 2013: Creating a Flyer	Chapter 1 Work (Concert Flyer; Concert Flyer Single File Web Page) PLACE IN DROPBOX. DO NOT PRINT OR EMAIL. DUE 06/12 MIDNIGHT	*1,2,3,5,6 **a,b,c
7				
8			Project: Chap 1 In the Lab 2 from BOOK (Flash Mob Flyer). PLACE IN DROPBOX. DO NOT PRINT OR EMAIL. DUE 06/12 MIDNIGHT	
12			Chapter 1 Objective Exam DUE 06/12 MIDNIGHT	
Week 5 (June 13 – June 19)				
Tues June 13	2	Microsoft Publisher 2013: Publishing a Trifold Brochure	Chapter 2 Work (Internship Brochure; Internship Brochure with Pack and Go Wizard) PLACE IN DROPBOX. DO NOT PRINT OR EMAIL. DUE 06/19 MIDNIGHT	*1,2,3,5,6 **a,b,c
14			Complete <u>Discussion Board Topic #3</u> DUE 06/19 MIDNIGHT	
15			Project: Chap 2 In the Lab 1 from BOOK (Students Against Bullying Brochure). PLACE IN DROPBOX. DO NOT PRINT OR EMAIL. DUE 06/19 MIDNIGHT	
19			Chapter 2 Objective Exam DUE 06/19 MIDNIGHT	
Week 6 (June 20 – June 26)				
Tues June 20	3	Microsoft Publisher 2013: Designing a Newsletter	Chapter 3 Work (Tech Talk Newsletter; Newsletter Template) PLACE IN DROPBOX. DO NOT PRINT OR EMAIL. DUE 06/26 MIDNIGHT	*1,2,3,5,6 **a,b,c
21			Project: Chap 3 In the Lab 1 from BOOK (Symphony Newsletter; Symphony Newsletter Template). PLACE IN DROPBOX. DO NOT PRINT OR EMAIL. DUE 06/26 MIDNIGHT	
22			Complete <u>Discussion Board Topic #4</u> DUE 06/26 MIDNIGHT	
26			Chapter 3 Objective Exam DUE 06/26 MIDNIGHT	

Week 7 (June 27 – July 3)				
Tues June 27	4	Microsoft Publisher 2013: Creating a Custom Publication from Scratch	Chapter 4 Work (Rocket Dogs Table Card) PLACE IN DROPBOX. DO NOT PRINT OR EMAIL. DUE 07/03 MIDNIGHT	*1,2,3,5,6 **a,b,c
28			Project: Chap 4 In the Lab 1 from BOOK (Recipe Card). PLACE IN DROPBOX. DO NOT PRINT OR EMAIL. DUE 07/03 MIDNIGHT	
29			Project: Chap 4 In the Lab 2 from BOOK (Save the Date Card PLACE IN DROPBOX. DO NOT PRINT OR EMAIL. DUE 07/03 MIDNIGHT	
July 3		REMINDER: PROCTORED EXAM. 07/11 OR 07/12 AT 1:30 PM.	Project: Chap 4 Apply Your Knowledge from BOOK (Engine ; Hobby Express Complete). PLACE IN DROPBOX. DO NOT PRINT OR EMAIL. DUE 07/03 MIDNIGHT Chapter 4 Objective Exam DUE 07/03 MIDNIGHT ****STUDY FOR PROCTORED EXAM	
Week 8 (July 11 – July 17)				
Tues July 11	5	Microsoft Publisher 2013: Using Business Information Sets See syllabus information on Proctored Exam. Available on July 11, Vidalia Campus, or July 12, Swainsboro Campus, at 1:30 p.m. Test is password protected to only take at STC.	Chapter 5 Work (Quality Limos Letterhead ; Johnson Letter ; Quality Limos Fax Cover ; Quality Limos Envelope ; Quality Limos Business Card ; Quality Business Card PDF) PLACE IN DROPBOX. DO NOT PRINT OR EMAIL. DUE 07/17 MIDNIGHT	*1,2,3,5,6 **a,b,c
12		PROCTORED EXAM TUESDAY, JULY 11 VIDALIA CAMPUS OR WEDNESDAY, JULY 12 SWAINSBORO CAMPUS BEGINS AT 1:30 P.M. CHOOSE THE DAY THAT IS CONVENIENT FOR YOU!!!!	Complete Discussion Board Topic #5 DUE 07/17 MIDNIGHT Project: Chap 5 In the Lab 1 from BOOK (Trends Again Business Card—Use the information in the book). PLACE IN DROPBOX. DO NOT PRINT OR EMAIL. DUE 07/17 MIDNIGHT	
13			Chapter 5 Objective Exam DUE 07/17 MIDNIGHT	
17				
Week 9 (July 18 – July 24)				
Tues July 18	6	Microsoft Publisher 2013: Working with Publisher Tables	Chapter 6 Work (A+ Campground Amenities Table ; A+ Campground Calendar ; A+ Campground Manager Letter) PLACE IN DROPBOX. DO NOT PRINT OR EMAIL. DUE 07/24 MIDNIGHT	*1,2,3,5,6,7 **a,b,c

19	6	Microsoft Publisher 2013: Working with Publisher Tables	Project: Chap 6 In the Lab 2 from BOOK (Grade School Calendar) . PLACE IN DROPBOX. DO NOT PRINT OR EMAIL. DUE 07/24 MIDNIGHT	*1,2,3,5, 6,7 **a,b,c
20			Project: Chap 6 Apply Your Knowledge from BOOK (Monthly Expenses Complete) . PLACE IN DROPBOX. DO NOT PRINT OR EMAIL. DUE 07/24 MIDNIGHT	
24			Chapter 6 Objective Exam DUE 07/24 MIDNIGHT Last Day of Semester	

***Competency Areas:**

1. Word Processing Concepts
2. Customizing Documents
3. Formatting Content
4. Working with Visual Content
5. Organizing Content
6. Reviewing Documents
7. Sharing and Securing Content

****General Core Educational Competencies**

- a) The ability to utilize standard written English.
- b) The ability to solve practical mathematical problems.
- c) The ability to read, analyze, and interpret information.

Discussion Board Rubric			
# of discussion posts	# of discussion replies	Grade	Due Date, Length, Grammar and Spelling Requirements
1	1	100	Students who post their initial discussion board response to the discussion board topic and reply to at least one other students' post will be given a 100 on the assignment if the post is turned in by the due date, contain 4-5 sentences and free of grammatical and spelling errors. The student will receive a one point deduction for each grammatical and spelling error in both their response and reply. A 10 point deduction will be given for any response or reply that is not 4-5 sentences in length. No credit will be given for any response or reply that is an answer of "yes/no" or "I agree/disagree."
1	0	70	Any student that does not respond to at least one other students' post will not receive a grade above 70. The grade of 70 will be the highest grade that the student will be able to receive on the discussion post if the post is turned in by the due date, contain 4-5 sentences and free of grammatical errors and spelling errors. The student will receive a one point deduction for each grammatical and spelling error in their response. A 10 point deduction will be given for any response that is not 4-5 sentences in length.
0	1	50	Students who only respond to a classmate's discussion post will not receive a grade above 50. The grade of 50 will be the highest grade that the student will be able to receive on the discussion response if the response is turned in by the due date, contain 4-5 sentences and free of grammatical errors and spelling errors. The student will receive a one point deduction for each grammatical and spelling error in their reply. A 10 point deduction will be given for any reply that is not 4-5 sentences in length.
0	0	0	Students will receive a 0 on the discussion topic if the student does not post an answer or response to one other students' post by the due date.