

# North Hennepin Community College

## CIS 1210: Desktop Publishing

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: \*.\*

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course introduces students to digital page layout using Adobe InDesign, the new emerging standard in page layout software. This course is for anyone who has to prepare professional business publications. Students will learn how to set type and use digital images to produce effective printed business publications including newsletter, advertising flyers, business forms, brochures, manuals, posters, and catalogues. Students will learn how to create and modify pdf files for electronic distribution of publications. Knowledge of the keyboard and Word Processing software is recommended for this course. Software used: Current version of Adobe InDesign

**B. COURSE EFFECTIVE DATES:** 08/26/1997 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Explore the difference between traditional publishing and desktop publishing.
2. Basic tools of the software and incorporation of page layout techniques, typography skills, graphic manipulation, and page composition.
3. Factors to consider when working with color, in-house printers and commercial print vendors.
4. Web publishing in html and pdf formats

### D. LEARNING OUTCOMES (General)

1. Develop thinking and organizational skills in writing, planning, producing business documents including newsletters, forms, brochures, manuals, web pages, and programs. (NHCC ELOs 1 & 2)
2. Produce visuals and body text for publications for print and electronic distribution. (NHCC ELO 4)
3. Effectively use the tools of InDesign to create publications that fulfill a variety of specifications and needs for different business scenarios, incorporating appropriate graphic skills and techniques. (NHCC ELO 3)
4. Analyze factors impacting decisions regarding graphic production within the business environment. (NHCC ELO 2)

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

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

## **G. SPECIAL INFORMATION**

1. Knowledge of Human Cultures and the Physical and Natural World--Through study in the sciences, mathematics, social sciences, humanities, histories, languages, the arts, technology and professions.
2. Intellectual and Practical Skills--Including: Inquiry and analysis; Critical and creative thinking; Written and oral communication; Quantitative literacy; Information literacy; Teamwork and problem solving.
3. Personal and Social Responsibility and Engagement--Including: Civic knowledge and involvement--campus, local and global; Intercultural knowledge and competence; Ethical reasoning and action; Foundations and skills for lifelong learning.
4. Integrative and Applied Learning--Including: Synthesis and advanced accomplishment across general education, liberal studies, specialized studies and activities in the broader campus community.