

# Master Course Syllabus

Your College, Your Future



Established 1969

## CPT-295 DESKTOP PUBLISHING APPLICATIONS

<b>Course Number</b>	CPT 295
<b>Course Title</b>	Desktop Publishing Applications
<b>Credit Hours</b>	3
<b>Prerequisites</b>	
<b>Course Description</b>	This course is a study of application software used to design, edit, and produce a variety of documents for marketing purposes.
<b>Course Objectives</b>	<p>Students will learn how to understand and apply concepts like balance, contrast, alignment, typography, and color theory for effective visual communication in designing and producing various materials such as flyers, brochures, newsletters, magazines, business cards, and digital ads.</p> <p>Students will master the ability to integrate text &amp; graphics by learning how to effectively import, arrange, edit, and manipulate text and images within layouts.</p> <p>Students will develop software proficiency and gain hands-on skills with industry-standard DTP software, enabling them to develop marketing and branding skills and cultivate professional skills.</p>
<b>Course Developer</b>	
<b>Means of Instruction</b>	Lecture/Lab/Online Delivery
<b>Required Textbook/Written Materials/Supplies</b>	<i>See the current booklist by going to Current Students and Current Information on the College portal.</i>

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## General Education Core Competencies

General Education Core Competencies	Course Methodology, Content and/or Assessment
<p><b>Communication:</b> Students will be able to communicate effectively through reading, writing, speaking and listening.</p> <ul style="list-style-type: none"><li>• Prepare written documents in a professional manner.</li><li>• Develop oral communication skills to present information in a professional and appropriate manner.</li><li>• Demonstrate listening skills appropriate to the course setting.</li></ul>	<p>Participation in class discussions is recommended and encouraged.</p> <p>The course consists of exercises and evaluations that require the students to complete and refer to case scenarios that are presented along with accompanying explanations in the text.</p>
<p><b>Mathematical Reasoning:</b> Students will apply those mathematical skills appropriate to their program of study.</p> <ul style="list-style-type: none"><li>• Analyze and solve mathematical problems needed in the workplace, daily life and educational environment.</li><li>• Interpret data using analytical methods.</li></ul>	<p>Students will construct appropriate mathematical formulae and models using the tools provided as necessary to complete the in-text case studies and content exercises and evaluations.</p>
<p><b>Critical Thinking:</b> Students will employ effective processes for resolving problems and making decisions.</p> <ul style="list-style-type: none"><li>• Identify problems and potential causes.</li><li>• Solve problems using basic research, analysis and interpretation.</li><li>• Evaluate results of solutions and revise strategies as indicated by findings</li></ul>	<p>Given an assignment, students will employ appropriate strategies to formulate and implement a solution to the task, utilizing the skills developed in the course.</p>

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General Education Core Competencies	Course Methodology, Content and/or Assessment
<p><b>Technology Utilization:</b> Students will apply knowledge of computers and their applications on a level compatible with job and/or educational demands.</p> <ul style="list-style-type: none"> <li>• Demonstrate a basic knowledge of computer applications including word processing, spreadsheets, databases, and presentation software.</li> <li>• Use basic operating system functions competently (e.g., store and retrieve data, manage files).</li> <li>• Demonstrate communication and research skills through use of the Internet and World Wide Web (WWW).</li> </ul>	<p>Students will utilize computers as a basic tool for the course to design and develop solutions to the case studies and exercises presented, using the applications that are presented in the course material.</p>
<p><b>Interpersonal Skills:</b> Students will deal effectively and appropriately with others.</p> <ul style="list-style-type: none"> <li>• Interact well with individuals and groups from diverse backgrounds and cultures.</li> <li>• Work with others in situational analysis, problem solving, and task accomplishment.</li> <li>• Demonstrate respect for the rights, work, and views of others.</li> </ul>	<p>A student can work effectively with other students in completing assignments that are assigned to project teams.</p> <p>A student is able and willing to work with less experienced students in completing tasks.</p> <p>A student demonstrates flexibility in assigned shared responsibilities in a team setting.</p> <p>A student interacts well with individuals from diverse backgrounds and cultures while refraining from discriminatory practices (ex. Gender).</p>

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General Education Core Competencies	Course Methodology, Content and/or Assessment
<p><b>Professionalism:</b> Students will exhibit professionalism through observances of a code of ethics, a sense of responsibility, good habits, and a positive attitude.</p> <ul style="list-style-type: none"><li>• A student will demonstrate appropriate personal and business integrity and ethics.</li><li>• A student will recognize, manage, and cope with the transitions effected by change.</li><li>• A student will make use of information resources as an aid to lifelong learning.</li></ul>	<p>A student must be able to demonstrate the ability and proper appearance appropriate to projecting professionalism in their chosen profession and career path.</p> <p>A student should embrace the opportunities provided to support a desire for lifelong learning.</p>

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## College Policies

Policy Type	Policy Description
<b>Attendance Policy</b>	<p>Williamsburg Technical College requires that a student attend at least 80% of the class meetings for a course, and cannot miss more than two consecutive weeks of classes. However, individual instructors may set specific attendance guidelines for a course. Those specific guidelines must be included in the course syllabus. (<i>See the course Syllabus Addendum provided by the instructor</i>)</p> <p>In addition, students must attend during the first two weeks of classes or inform the instructor of their intent to remain on the course roster. Absent arrangements, if the student does not attend during the first two weeks following the semester start date, the student will be dropped as a “no show” from that course following the second week of class.</p> <p>Class rosters will be final as of the end of the second week of classes.</p> <p>Students may withdraw from a class at any time by completing a withdrawal form in the Student Services Office. A student can only receive a “WP” grade if withdrawal is completed in the Student Services Office prior to the last date to receive a “WP” grade published in the academic calendar. Students who fail to withdraw by the specified time will receive a letter grade for the course. For specific procedures related to this policy, refer to the appropriate WTC Procedure.</p>

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Policy Type	Policy Description
<b>Policy for Students with Disabilities</b>	<p>The Student Affairs office provides counseling and support services which help students with disabilities to pursue academic programs of their choice and participate fully in campus life.</p> <p>The Vice-President for Student Affairs can arrange counseling, special parking, priority registration, and other reasonable services needed by students with disabilities. Students with disabilities are encouraged to contact the Vice-President for Student Affairs to discuss needs and concerns as they arise.</p>
<b>Policy for Academic Misconduct</b>	<p>All forms of academic dishonesty including, but not limited to, cheating on tests, plagiarism, collusion, and falsification of information will call for discipline. See the Student Code &amp; Grievance Procedure in the Williamsburg Technical College Catalog for details.</p>
<b>Grading Policy</b>	<p>The College operates on the semester system, and the following symbols are used in grading:</p> <p>A -- Excellent B -- Above Average C -- Average D -- Passing F -- Failure I -- Incomplete WP -- Withdrawal while passing</p>

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Policy Type	Policy Description
<b>Policy for Class Safety and Emergencies</b>	<p>Injuries must be reported to the Vice-President for Student Affairs immediately. Insurance claim forms are available in the Student Affairs office. Please refer to the college catalogue for more information on how Williamsburg Technical College addresses safety and emergency issues. For additional information, contact Student Affairs at 843.355.4289.</p> <p>Students taking coursework at off-site locations are responsible for reading and adhering to all safety instructions and guidance at the off-site location.</p> <p><b>Health Services and First Aid</b></p> <p>Williamsburg Technical College is a commuter institution; therefore, infirmary facilities are not provided. Basic first aid for minor injuries is available, and first aid kits are located in various departments of the College. Major illness or injury will be treated by health professionals.</p> <p>Each student is covered by accident insurance at no additional cost. This group insurance covers the student while on campus and during college-sponsored group travel.</p>