

STV115 : Introduction to Microsoft Publisher

General Information

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Course Code (CB01) :	STV115
Course Title (CB02) :	Introduction to Microsoft Publisher
Department:	STV
Proposal Start:	Spring 2024
TOP Code (CB03) :	(0701.00) Information Technology, General*
CIP Code:	(11.0101) Computer and Information Sciences, General.
SAM Code (CB09) :	Clearly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000642846
Curriculum Committee Approval Date:	12/13/2023
Board of Trustees Approval Date:	01/09/2024
Last Cyclical Review Date:	12/13/2023
Course Description and Course Note:	STV 115 introduces students to Microsoft Publisher, a full-featured desktop publishing application that helps users create professional-quality publications and marketing materials — including flyers, brochures, advertisements, catalogs, mailing labels, and newsletters — that can be shared easily. Students learn how to create files that are accessible to diverse populations. Publisher also provides tools that enable students to produce webpages and save these webpages directly on a web server. Lecture 48 hours.
Justification:	New Course
Academic Career:	<ul style="list-style-type: none">• Noncredit
Author:	<ul style="list-style-type: none">• Maria Czech

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none">• Computer Information Systems (Computer network installation, microcomputer technology, computer applications)
Alternate Discipline:	
Alternate Discipline:	

Course Development

Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

Course Special Class Status (CB13)

Course is not a special class.

Pre-Collegiate Level (CB21)

Not applicable.

Grading Basis

- Pass / No-Pass Only

Course Support Course Status (CB26)

Course is not a support course

Transferability & Gen. Ed. Options

General Education Status (CB25)

Not Applicable

Transferability

Not transferable

Transferability Status

Not transferable

Units and Hours

Summary

Minimum Credit Units (CB07) 0

Maximum Credit Units (CB06) 0

Total Course In-Class (Contact) Hours 48

Total Course Out-of-Class Hours 0

Total Student Learning Hours 48

Credit / Non-Credit Options

Course Type (CB04)

Non-Credit

Noncredit Course Category (CB22)

Short-Term Vocational.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Workforce Preparation Enhanced Funding.

Funding Agency Category (CB23)

This course was primarily developed using Economic Development funds.

Cooperative Work Experience

Education Status (CB10)

Variable Credit Course

Weekly Student Hours

	In Class
Lecture Hours	48
Laboratory Hours	0

Out of Class

0

0

Course Student Hours

Course Duration (Weeks) 18

Hours per unit divisor 54

Course In-Class (Contact) Hours

Lecture 48

Studio Hours	0	0	Laboratory	0
			Studio	0
			Total	48
Course Out-of-Class Hours				
			Lecture	0
			Laboratory	0
			Studio	0
			Total	0

Time Commitment Notes for Students

No value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

Advisory

ESL40 - ENGLISH AS A SECOND LANGUAGE LEVEL 4

Objectives

- Converse at a functional level adequate for everyday use on the campus and in the community.
- Demonstrate understanding of the majority of face-to-face speech, recorded, and live dialogues in standard dialect at a normal rate, although some repetition may be required.
- Decode 3,000-word reading passages, identify main ideas and supporting details, make inferences, and summarize short passages.

AND

Advisory

STV80 - Microsoft Windows

Objectives

- Identify and launch application programs.
- Use a mouse to select windows features and commands.
- Arrange desktop icons.
- Create, edit, format, and print simple files using the operating system's programs.
- Perform file management.

AND

Advisory

STV11 - Beginning Keyboarding

Outcomes

- Type short documents with increased speed and accuracy.

Entry Standards

Entry Standards

Be able to type 25 wpm.

Specifications

Methods of Instruction

Methods of Instruction Collaborative Learning

Methods of Instruction Demonstrations

Methods of Instruction Lecture

Methods of Instruction Multimedia

Methods of Instruction Tutorial

Out of Class Assignments

N/A

Methods of Evaluation

Rationale

Exam/Quiz/Test

A short test will be given at the end of each section

Project/Portfolio

Students will create examples of brochures and newsletters

Evaluation

A comprehensive final will be administered at the end of the course

Textbook Rationale

No Value

Textbooks

Author	Title	Publisher	Date	ISBN
Starks, J. and Vermaat, M.	Shelly Cashman Series, Microsoft Office 365 &	Cengage Publishers	2020	978-0-357-36002- 6

Publisher 2019
Comprehensive.

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

No value

Learning Outcomes and Objectives

Course Objectives

Create professional-quality publications and marketing materials.

Publish a trifold brochure.

Design a newsletter.

Create a custom publication from scratch.

Use business information sets.

Provide tools that enable users to create webpages and save these webpages directly on a web serve.

SLOs

Create single-page publications like award certificates, flyers, and signs.

Expected Outcome Performance: 70.0

Produce varied sizes of publications, from business cards to banners, including greeting cards and brochures.

Expected Outcome Performance: 70.0

Design multi-page, two-sided publications like booklets, newsletters, and magazines.

Expected Outcome Performance: 70.0

Additional SLO Information

Does this proposal include revisions that might improve student attainment of course learning outcomes?

No

Is this proposal submitted in response to learning outcomes assessment data?

No

If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.

No Value

SLO Evidence

No Value

Course Content

Lecture Content

Creating a Flyer (8 hours)

- Open Microsoft Publisher
- Creating a research study flyer
 - Selects a built-in template
 - Customizing Templates
- Describe the Publisher Window
 - The Workspace
 - The Ribbon
- Using Graphics
 - Use the Picture Placeholder
 - Change the background
- Printing a Publication
 - Save a publication
 - Print and Close a Publication
- Changing a Publication
 - Open a recent publication
 - Insert a Hyperlink
- Creating a Webpage from a Publication
 - Save a Print Publication as a Web Publication
 - Preview the Web Publication in a Browse

Publishing a Trifold Brochure (8 hours)

- Creating a Trifold Brochure
 - Select a Brochure Template
 - Edit Objects in the Right Panel
- Typing Paragraphs of Text
 - Edit Heading Text in the Left Panel
- Swapping Pictures
 - Insert Multiple Pictures
 - Swap Pictures
 - Use a Picture as a Background
- Inserting Shapes
 - Insert a Shape
 - Edit the Shape Fill
 - Edit the Shape Outline
 - Edit the Shape Outline
- Editing the Inside Panels of a Brochure
 - Switch to Page 2

- Edit the Left Panel on Page
- To Edit the Middle Panel on Page 2
- Edit Forms
- Editing Pictures
 - To Swap Pictures on Page 2
 - To Reset Pictures
 - To Set a Transparent Color
 - To Apply a Picture Style
- Captions
 - Edit a Caption
 - Center Text
 - Ungroup a Caption
- Checking the Publication
 - Check the Spelling of the Entire Publication
 - Run the Design Checker
 - Clearing the Scratch Area
- Printing Considerations
 - Paper Considerations
 - Color Considerations
 - Special Paper

Designing an Energy Newsletter (8 hours)

- Benefits and Advantages of Newsletters
 - Newsletter Design Choices
 - Choose a Newsletter Template and Options
 - Set Publisher Display Settings
- Newsletter Text
 - Replacing Placeholder Text Using an Imported File
 - Edit the Lead Story Headline
 - Import a Text File
 - Edit the Secondary Story Headline
 - Continue a Story across Pages
 - Follow a Story across Pages
- Editing Stories in Microsoft Word
 - Edit a Story Using Microsoft
 - Format while editing in Microsoft Word
 - Exit Word and Return to Publisher
- Using Graphics in a Newsletter
 - Delete the Banner
 - Insert Pictures for the Newsletter
 - Apply a Page 1 Background
 - Reformat a Picture
 - Edit the Caption
 - Replace Other Pictures and Captions
 - Insert an Accent Bar
- Revising a Newsletter
 - Create a Drop Cap
 - Customize a Drop Cap
 - Reuse a Customized Drop Cap
 - Hyphenation
- Creating a Template
 - Saving the Template and Setting File Properties
 - Create a Template with Property Changes
 - Remove All Ribbon Customization and Exit Publisher

Creating a Mailer (8 hours)

- Create a Custom-Sized Publications
 - Select a Blank Publication
 - Create a Custom Page Size
- Editing Graphics
 - Change the Background
 - Insert a Block Arc Shape
 - Manipulate a Shape
 - Duplicate the Shape

- Flip an Object
- Insert a Trapezoid Shape
- Use the Format Painter with Shapes
- Building Blocks
 - Crop an Object
 - Add a Picture Style
 - Save a Building Block
 - Snap an Object to the Margin Guide
 - Nudge an Object
- Text Boxes
 - Draw a Text Box
 - Bulleted Lists
 - Create a Custom Bullet
 - Enter Text
 - Create a Second Coupon
 - Change a Text Box Border
- Aligning Objects
 - Create an Address Text Box
 - To Align Objects
 - To Check the Publication for Errors
 - To Close a Publication without Exiting Publisher
- Using Customized Sizes, Schemes, and Building Blocks
 - Open a Customized Blank Page
 - Apply Customized Color and Font Schemes
 - Insert a Saved Building Block
- Deleting Customizations
 - Delete Content from the Building Block Library
 - Delete the Custom Color Scheme
 - Delete the Custom Font Scheme
 - Delete the Custom Page Size

Using Business Information Sets (8 hours)

- Creating Letterhead
 - Open a Letterhead Template
 - Set Publisher Display Settings
- Creating a Logo
 - Crop a Picture
 - Shape Fills
 - Fill a Shape with a Picture
 - To Group
 - Save Grouped Objects as a Picture
- Creating a New Style
 - Sample a Font Color
 - Create a New Style
 - Apply the New Style
- Customizing the Letterhead for Interactivity
 - Create a Text Box for Users
 - Use the Paragraph Dialog Box
 - Text Wrapping
 - Set the Text Wrapping
 - Insert an Automatic Date
 - Set the Read-Only Attribute
- Using the Custom Letterhead Template
 - Open a Publication from the Recent List
 - Type the Beginning of the Letter
 - Create a Numbered List
 - Bold Text to Increase the Indent
 - Save the Letter
- Award Certificates
 - Create and Edit an Award Certificate
 - Edit Font Sizes
 - Complete the Certificate
- Business Cards

- Create a Business Card
- Print the Business Card
- Set Publication Properties
- Embedding Fonts
 - Embed Fonts
 - Delete the Business Information Set

Collaborating with Publisher Tables (8 hours)

- Table, Calendar, and Excel Functionality
 - Select a Blank Publication and Adjust Settings
 - Change the Page Orientation
 - Creating a Business Information Set
 - Create a Business Information Set
 - Insert and format a WordArt Object
- Shape Effects
 - Apply a Shape Effect
 - To Fine-Tune a Shape Effect
 - To Add an Object to the Building Block Library
- Using Tables
 - Insert an Empty Table
 - Apply a Table Format
 - Selecting Table Contents
 - Delete a Column
 - Insert a Row
 - Resize the Table
 - Select a Row
 - Merge Cells
 - Create a Cell Diagonal
 - Table Borders
 - Select a Table
 - Change the Line Weight
 - Change the Border Color
 - Add Borders
 - Format the Diagonal Border
 - Edit Cell Alignment
 - Align and Format Other Cells
 - Entering Data in Tables
 - Enter Data in a Table
 - Deleting Table Data
 - Finish the Table
- Master Pages
 - View the Master Page
 - Border Art
 - Add Border Art
 - Insert a Building Block
 - Close the Master Page
 - Finish the Calendar
- Using Excel Tables
 - Create the Letterhead
 - Format the Letterhead
 - Format the Body of the Letter
 - Font Effects
 - Apply a Font Effect
 - Create an Embedded Table
 - Edit an Embedded Table
 - Perform Math in an Embedded Table
 - Move and Position the Table
- Creating Accessible Publisher Files
 - Formatting Headings, Lists, and Files
 - Add Meaningful Text Links
 - Add Alternative Text for Images
 - Adjusting the Reading Order
 - Exporting to PDF

◦ Accessibility Checker

Total hours: 48