DESKTOP PUBLISHING AND GRAPHIC DESIGN
Course Syllabus

Course Number: MDIA-0063  
OHLAP Credit: Yes
OCAS Code: 8149  
Course Length: 120 Hours
Career Cluster: Information Technology  
Career Pathway: Interactive Media  
Career Major(s): Multimedia Design

Pre-requisite(s): Business and Computer Tech OR Fundamentals of Technology

Course Description: Students will acquire skills related to communicating through visual design with the primary emphasis of this course being desktop publishing and working with graphics.

Textbooks: TBA

Course Objectives: A. Demonstrate Knowledge of Desktop Publishing and Graphic Design

1. Demonstrate knowledge of career development/progression patterns in the IT industry.
2. Compose multi-paragraph writing clearly, succinctly, and accurately to write documents.
3. Use description of audience and purpose to prepare written documents.
4. Use computer skills to design and develop written and supporting material.
5. Use desktop publishing software to develop brochures, handouts, charts, graphs, newsletters, and/or reports.
6. Use presentation software to prepare visual support materials.
7. Format written documents with correct font and layout for easy reading.
8. Use proper organization and structure to achieve coherence of major points.
9. Identify and prepare support materials to accompany oral presentation.
10. Demonstrate knowledge of design principles.
11. Demonstrate knowledge of the nature of color and color harmonies.
12. Demonstrate knowledge of the principles and elements of design and their relationship to each other.
13. Search for information and resources.
15. Enhance publications using different fonts, styles, attributes, justification, etc.
16. Prepare presentations for training, sales and in formation sharing.
17. Create computer presentation and handouts in accordance with basic principles of graphics design and visual communication.
18. Demonstrate proficiency in the use of digital imaging techniques and equipment.
19. Synthesize available interactive media technologies into a unified presentation.
20. Demonstrate advanced knowledge of available graphics software programs to create and manipulate images.
21. Apply principles and elements of color design.
22. Apply color theory to select appropriate colors.
23. Create and/or implement the look and feel of the product.
24. Create graphical images.
25. Apply knowledge of typography.
26. Alter digitized images using an image manipulation program.
27. Evaluate visual appeal.
28. Produce or acquire graphics content.
29. Apply knowledge of the processes required for the production of various printed products.
30. Demonstrate preparation of customer materials for imaging.
31. Apply knowledge of basic printing processes.

ODCTE Objectives

Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures: 1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with seventy (70%) percent or better.
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment: Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit: The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility: The student must maintain a grade point average of 2.0 or better.