

AST 253 **Advanced Desktop Publishing I** **Microsoft Office 13**

COURSE OUTLINE

Prerequisites:

Prerequisite(s): AST 101 or equivalent and experience in using a word processing package.

Course Description:

(Dual enrollment only) Introduces specific desktop publishing software. Teaches document layout and design, fonts, type styles, style sheets, and graphics. Lecture 3 hours per week.

Course Objective:

1st Semester

Students will begin to understand layout design principles and how to apply them in desktop published documents such as flyers, brochures, newsletters, and much more. Students will begin to assemble a professional portfolio that will contain samples of student work along with their resume and a cover letter. Emphasis will be placed on understanding and manipulating different electronic file formats within the Adobe Creative Suites 4 software package. Real world project work will be provided to help the students apply concepts they learn from class. Evaluation of work place readiness skills will take place through self -reflection activities.

2nd Semester

Students will understand the basic principles of web design as it relates to html, xhtml, java script, interactive media, and more. Students will be working with Adobe Dreamweaver to create their own personal web pages. At the end of the course students should have a basic understanding of how to manipulate Photoshop, Illustrator, Flash, Acrobat, and Dreamweaver to create a single project.

Semester Credits: 3 Lecture Hours: 3 Lab/Recitation Hours:

VIRGINIA WESTERN COMMUNITY COLLEGE
PO Box 14007
Roanoke, VA 24038
(540)-857-7273



AST 253 Advanced Desktop Publishing I

Course Outcomes

At the completion of this course, the student should be able to:

1. Demonstrate Workplace Readiness Skills: Personal Qualities and People Skills
2. Demonstrate Workplace Readiness Skills: Professional Knowledge and Skills
3. Demonstrate Workplace Readiness Skills: Technology Knowledge and Skills
4. Understand All Aspects of an Industry
5. Understand Elements of Student Life
6. Demonstrate Knowledge of Hardware, Software, and Operating Systems
7. Apply Principles of Layout and Design
8. Design and Create Desktop-Published Projects
9. Design and Create Multimedia Presentations/Projects
10. Design and Create Web Sites
11. Understand Legal and Ethical Issues
12. Complete/Pass Industry Certification Tests
13. Demonstrate Employability Skills

VIRGINIA WESTERN COMMUNITY COLLEGE
PO Box 14007
Roanoke, VA 24038
(540)-857-7273



AST 253 Advanced Desktop Publishing I

Required Materials:

Required Materials Here

Textbook:

Learning Media Design with Adobe CS4
Illustrator, Photoshop, Indesign
ISBN: 978-0-13-507687-3
Learning Web Design with Adobe CS4
Dreamweaver, Fireworks, Flash
ISBN: 978-0-13-507688-0

The following supplementary materials are available:

1. Adobe Photoshop CS4 – Illustrated Series –
ISBN: 1-4239-9940-1
2. Adobe InDesign CS4 – Illustrated Series –
ISBN: 1-4239-9939-8
3. Adobe Illustrator CS4 – Illustrated Series –
ISBN: 978-0-538-75090-5
4. Adobe Dreamweaver CS4 – Illustrated
Series – ISBN: 1-4390-3579-2

VIRGINIA WESTERN COMMUNITY COLLEGE
PO Box 14007
Roanoke, VA 24038
(540)-857-7273



AST 253 Advanced Desktop Publishing I

Topical Description: (Outline chapters and sections to be covered in the book – may include timeline)

1st Semester:

Students will begin to understand layout design principles and how to apply them in desktop published documents such as flyers, brochures, newsletters, and much more.

Students will begin to assemble a professional portfolio that will contain samples of student work along with their resume and a cover letter. Emphasis will be placed on understanding and manipulating different electronic file formats within the Adobe Creative Suites 4 software package. Real world project work will be provided to help the students apply concepts they learn from class.

Evaluation of work place readiness skills will take place through self -reflection activities.

2nd Semester:

Students will understand the basic principles of web design as it relates to html, xhtml, java script, interactive media, and more.

Students will be working with Adobe Dreamweaver to create their own personal web pages.

At the end of the course students should have a basic understanding of how to manipulate Photoshop, Illustrator, Flash, Acrobat, and Dreamweaver to create a single project.

VIRGINIA WESTERN COMMUNITY COLLEGE
PO Box 14007
Roanoke, VA 24038
(540)-857-7273



AST 253 Advanced Desktop Publishing I

Notes to Instructors

(List information about optional topics, departmental exams, etc)

- 1.
- 2.
- 3.
- 4.

VIRGINIA WESTERN COMMUNITY COLLEGE
PO Box 14007
Roanoke, VA 24038
(540)-857-7273

