



**COLLEGE OF INFORMATION TECHNOLOGY
DEPARTMENT OF MULTIMEDIA SCIENCE**

COURSE SYLLABUS/ SPECIFICATION

CODE & TITLE: ITMS 350 – Desktop Publishing

WEIGHT: (2 - 2 - 3)

PREREQUISITE: ITMS 327

NQF Level Allocated: Level 7

NQF Notional Hours / Credits: 120 notional hours/ 12 NQF credit

DESCRIPTION: This course introduces students to the basic concepts and terminology of desktop publishing. Students will have a better understanding of desktop publishing design and production techniques. Through demonstrations and hands-on experience, students will learn how to design and create attractive publications.

OBJECTIVES:

1. To understand the advanced concepts and terminology of desktop publishing
2. To acquire the advanced techniques from basic page setup through use of specialized techniques such as type manipulation and graphic effects.
3. To acquire the knowledge of graphic formats and conventions that give publications a quality look.
4. To gain the technique on how to write and edit the document (newsletter, advertising flyer, booklet) to enhance the message.

SEMESTER:

ACADEMIC YEAR:

INSTRUCTOR:

OFFICE TEL.:

EMAIL:

Intended Learning Outcomes (ILOs):

A. Knowledge and Understanding		NQF Descriptor/ Level
A1	<u>Concepts and Theories</u> : Demonstrate advanced understanding of concepts, and specialized theories relating to desktop publishing.	Knowledge: theoretical understanding [Level 7]
A2	<u>Contemporary Trends, Problems and Research</u> : NA	
A3	<u>Professional Responsibility</u> : NA	

B. Subject-Specific Skills		NQF Descriptor/ Level
B1	<u>Problem Solving</u> : Identify real life problems and solve them by designing efficient and effective documents.	Knowledge: Practical Application [Level 7]
B2	<u>Modeling and Design</u> : Design the sketch of document by choosing appropriate components and models that satisfy user specifications.	Knowledge: Practical Application [Level 7]
B3	<u>Application of Methods and Tools</u> : Apply multimedia software and tools such as desktop publishing software that assists in the creation of state of the art desktop publishing document.	Knowledge: Practical Application [Level 7]

C. Thinking Skills		NQF Descriptor/ Level
C1	<u>Analytic</u> : Critically analyze a desktop publishing document and remodel part/some/all objects found within the document.	Generic Problem Solving & Analytical skills [Level 7]
C2	<u>Synthetic</u> : NA	
C3	<u>Creative</u> : Demonstrate creativity in designing the state of the art desktop publishing document.	Knowledge: Practical Application [Level 7]

D. General and Transferable Skills (Other Skills Relevant to Employability and Personal)		NQF Descriptor/ Level
D1	<u>Communication</u> : Show ability to communicate information in appropriate oral and written forms.	Communication, ICT and Numeracy Skills [Level 6]
D2	<u>Teamwork and Leadership</u> : NA	
D3	<u>Organizational and Developmental Skills</u> : Demonstrate ability to organize ideas and effectively allocate time in given assignment.	Competence: Autonomy, Responsibility and Context [Level 6]
D4	<u>Ethical and Social Responsibility</u> : NA	

Course Structure (Outline)						
Week	Hours		ILOs	Topics	Teaching Method	Assessment Method
	Lec.	Lab				
1	4	-	A1	Introduction	Lecture	-
2	4	-	A1	Introduction to design principals	Lecture	-
3	2	2	A1, B1, B2, B3, C1, C3	Working with Text Part 1	Lecture/ lab Demonstration	In-Lab Exercise
4	2	2	A1, B1, B2, B3, C1, C3	Working with Text Part 2	Lecture/ Lab Demonstration/ Supervised Work	In-Lab Exercise
5	2	2	A1,B1,B2,B3, C1,C3,D3	Working with Graphics Part 1	Lecture/ Lab Demonstration/ Supervised Work	Assignment
6	-	4	A1, B1, B2, B3, C1, C3, D1	Working with Graphics Part 2	Lab Demonstration/ Supervised Work	Oral Inquiry
7	2	2	A1,B1,B2,B3, C1,C3,D3	Creating Simple Publication Part 1	Lecture/ Lab Demonstration/ Supervised Work	Assignment

8	-	4	A1, B1, B2, B3, C1, C3	Creating Simple Publication Part 2	Lab Demonstration/ Supervised Work	In-Lab Exercise
9	2	2	A1, B1, B2, B3, C1, C3	Building More Complex Publications Part 1	Lecture/ Lab Demonstration/ Supervised Work	In-Lab Exercise
10	2	2	A1,B1,B2,C1	Building More Complex Publications Part 2	Lecture/ Lab Demonstration/ Supervised Work	Major Test
11	2	2	A1,B1,B2,B3, C1,C3,D3	Creating Multi-page Publications Part 1	Lecture/ Lab Demonstration/ Supervised Work	Assignment
12	2	2	A1,B1, B2, B3, C1, C3, D1	Creating Multi-page Publications Part 2	Lecture/ Lab Demonstration/ Supervised Work	Oral Inquiry
13	2	2	A1, B1, B2, B3, C1, C3	Fine-Tuning Publications	Lecture/ Lab Demonstration/ Supervised Work	In-Lab Exercise
14	2	2	A1, B1, B2, B3, C1, C3	Mail Merge	Lecture/ Lab Demonstration/ Supervised Work	In-Lab Exercise
15	2	2	B1,B2,B3,C1,C3, D1,D3	Students Presentations And Reports Of Research Projects	Lecture/ Presentation Of Projects By Students	Evaluation Of Project Presentations & Reports
16			A1, B1,B2, B3 C1, C3	All Topics		Final Exam

TEACHING MATERIALS:

TEXTBOOK(S): 1. Adobe Creative Team (2016), Adobe InDesign CC Classroom in a book, Adobe Press, ISBN: 978-0-13-390439-0

HANDOUT(S): Power point slides, <http://www.ahlia.edu.bh/moodle>.

REFERENCE(S): 1. Paul Stiff (2006), "The optimism of modernity: recovering modern reasoning in typography", The Stafford Papers.

ASSESSMENTS

Type of Assessment	Description	ILOs ³	Weighting
Oral Inquiry	Students will be questioned orally to demonstrate their understanding and knowledge of the topics covered during class lectures and lab sessions.	A1, D1	Formative
Assignment	The assignment consists of essay, problem-solving and research based theoretical questions regarding topics in desktop publishing. The purpose of the assignment is to assess students individually where they have to demonstrate their extensive and detailed knowledge and critical understanding of key concepts of desktop publishing.	A1,B1,B2,B3, C1,C3,D3	10%
Major Test	The test will be an in-class 1-hour exam that will consists of short-answer, essay, and problem solving questions and cover the topics studied in the first 9 weeks.	A1,B1,B2,C1	25%
In-Lab Exercises	Each of the four practical exercises consists of a set of practical tasks to be implemented by students individually in lab as shown in the above weekly structure. Each of the exercises assesses the student's skills in the field of desktop publishing. Students work will be observed and evaluated directly during the lab sessions.	B1,B2, B3,C1,C3	10%
Project Report And Presentation	Starting from weak 4, each student will be asked to create a state of the art desktop publishing document (newsletter, advertising flyer, booklet).	B1,B2,B3,C1,C3,D1,D3	15%

Final Exam	The final exam is comprehensive and practical, and will be of two hours duration. It will consist of short-answer, essay and problem-solving questions to be done on computers.	A1, B1,B2, B3, C1,C3	40%
Overall			100%

13. Admissions	
Pre-requisites	ITMS 327
Minimum number of students	5
Maximum number of students	20