Master Syllabus

Course Number: BUS 218
Course Name: Design Essentials
Credits: 3
Contact Hours: 1 lecture; 2 lab; 3 unsupervised lab

Course Description: Students will learn the art of desktop publishing including the creation of practical business documents/forms including design principles, consistency, proportion, balance, etc.

Textbook: http://bookstore.wdt.edu

Software Needed: Adobe Creative Suite (most current version) and laptop computer

Materials: USB stick/jump drive (used to submit assignments) and items to submit professional looking documents for the final project

Student Learning Outcomes:
- Explain the purposes, functions, and features of the desktop publishing software.
- Design business publications by applying design principles and techniques.
- Assess business publications for effectiveness of design principles, consistency, balance, proportion, and content.

Assessment:
Through the Student Learning Outcomes, the following core abilities will be addressed: life skills, analytical skills, communication skills, technology skills, social values, and employability.

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