New York City College of Technology
The City University of New York

Department of Advertising Design and Graphic Arts

CDMG 1150 Office Applications

Course Description

Orientation and operating procedures as practiced in the graphic communications industry by managers on a computer operating system. Proper operating system and menu terminology and definitions for working knowledge of: desktop organization, necessary applications and equipment for production management and customer service. Basic theory and use of office computers and menus for word processing, spreadsheet, database and presentation applications. Practice of proper start-up, file operations and maintenance procedures. Analysis and application of sets of data as practiced in the graphics arts industry by studio managers on a computer operating system, such as the Macintosh operating system.

2 cl hrs, 2 lab hrs, 3 cr

Prerequisite: CUNY Certification in reading, writing and mathematics

Course Objectives

INSTRUCTIONAL OBJECTIVES	ASSESSMENT
For the successful completion of this course, students should be able to:	**Evaluation methods and criteria:**
Define and clarify terminology for applied concepts, theory, ethics, and applications for graphic arts management office systems.	Use of appropriate and accurate terminology through homework, quizzes and presentations.
Identify and determine critical comparisons among various office system applications.	Use of appropriate and accurate specifications through homework and presentations.
Describe the underlying principles and concepts essential for managing various office system applications.	Presentation of original material through research and presentations.
Learning from an engaging challenging resource material from which a student will interpret appropriately and accurately in his/her own words.	Citation and documentation of supporting material.
Evaluate a set of data and create information	Students will display critical thinking with

graphics (slides) from those data sets.	applied techniques for data analysis, and will display competence in creating visual solutions from that data.
Create a cohesive desktop presentation using programs such as Keynote and PowerPoint incorporating the information graphics and data sets collected in class, in addition to secondary sources.	Students will display basic proficiency in creating slideshow presentations from data they have organized.

General Education Outcomes

General Education Outcome covered:	How the Outcome is covered:
The student will demonstrate the ability to read pertinent information using industry-specific sources.	The student will use the textbook to reinforce what is learned during class lectures and apply both to their homework assignments.
The student will demonstrate the ability to find proper resources.	The student will use the library, Internet, and other available resources to find information for their research project.
The student will demonstrate an understanding of quantitative methods needed to interpret data.	Students will demonstrate the ability to work with large sets of data to create their research projects.

Teaching/Learning Methods

Students in this class are expected to explore, construct and demonstrate knowledge of the technology, terminology, skills, tools, policies and procedures to understand the applied theory and manage graphic arts office systems. Students are expected to work individually to document, analyze and apply learning about office system applications.

Required Text

Problem Solving Cases in Microsoft Access and Excel [10th Edition]
By Ellen Monk, Joseph Brady Gerard S. Cook

Suggested Texts

All-in-One Desk Reference, Microsoft Office Excel 2010, by Greg Harvey, PhD. Published by Wiley Publishing, Inc.

Plain Simple, Microsoft Office Access 2010, by Curtis D. Frye, Published by Microsoft Press

Plain Simple, Microsoft Office PowerPoint 2010, by Nancy Muir, Published by Microsoft Press.

Attendance (College) and Lateness (Department) Policies
A class roster roll will be taken at the beginning of each class. Only two absences may be allowed. After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU). Students arriving after the roll is taken will be marked "late." Students may be notified at the earliest opportunity in class after they have been absent or late. After being absent two times or equivalent (2 lateness = 1 absence), a student may be asked to withdraw from the class (code W before the College drop deadline, 4/9/08) or may be withdrawn from the class (code WU).

Academic Integrity Standards
You are responsible for reading, understanding and abiding by the NYC College of Technology Student Handbook, "Student Rights & Responsibilities," section "Academic Integrity Standards." Academic dishonesty of any type, including cheating and plagiarism is unacceptable. "Cheating" is misrepresenting another student's efforts/work as your own. "Plagiarism" is the representation of another person's work, words or concepts as your own.

Grading

- Quizzes 20%
- Final Exam 20%
- Laboratory Projects……..…40%
- Final Presentation…….... 20%

Course Outline

Topics

WEEK	Lecture Topic	Laboratory Exercise	Homework Assignment
1	**Introduction and orientation.** Organization of class. Methods of submitting projects. Lecture and overview of the basics of Microsoft Windows and Office. The use of on-line tools to help students learn each application	An instructor-led demonstration of the main features of the application including the fundamentals of files and directories. Discussion of keyboard shortcuts, quick keys, and key commands. Discussion of how these programs are used in industry.	(Assigned Reading on Microsoft Word.)

2	**Topics in social media and cloud computing.** Introduce students to FTP/Cloud Storage functions such as uploading, sharing, and storing files, on services such as Google Drive, Dropbox, WeTransfer, and Yousendit. Introduce students to professional uses of social media such as Twitter, LinkedIn, Facebook, Facebook Pages, and more.	Go to cloud file-sharing service web portals. Open an account and demonstrate usability and navigation for uploading, downloading, and sharing files in a professional setting. Show case studies demonstrating best practice. Go to social media sites and demonstrate how they are used by companies. Open a LinkedIn account and upload resume.	Write a one-page critical analysis of bad and good use of social media by Companies, citing specific cases. Provide students with examples. Begin database project with dataset provided by instructor.
3	**Introduction to basic formatting in Microsoft Word.** The use of font terminology, style, size, color and case. How to differentiate between first line indent marker and the left indent marker. The use of measurements in the point system and their applications. Advanced formatting and editing. How to copy and paste between documents, word count command, footnotes and printing in portrait and landscape orientation.	Changing fonts, style, size, color and case of text. The use of the point system in the selection of fonts. Alignment of text, indents, sort, auto formatting, page breaks, headers and footers. Copy and paste between multiple documents. Work with multipage documents, printing in portrait and landscape orientation. Give students 4-5 different types of text, such as a cover letter, an RFP, and have them format the text properly.	Assigned reading on Microsoft Word. Finish reformatting provided text to specific styles. Due week 3. This is not a design project.
4	**Demonstrate how to use a worksheet.** How to enter data into an	Move the highlights in a worksheet, select cells and enter data, save a worksheet,	In a document provided by instructor, add highlights, select and

	existing worksheet, change the appearance of cells in the worksheet by boldfacing, underlining, and adding a border.	change column width and edit cells. Change the appearance of cells and print a worksheet. Adding pages to a worksheet.	enter data, change formats and appearance. Read, "Tutorial C: Building a Decision Support System in Excel."
5	**Moving data in a worksheet.** Insert and delete columns and rows, freeze titles, protect the worksheet and use print options. **QUIZ #1**	Copy data to other cells, move data to other cells, insert and delete rows and columns, freeze titles, protect a worksheet, insert a note into the worksheet and the use of options when printing a worksheet. Importing images and graphics into a worksheet.	In a document provided by instructor students must rearrange date, edit rows and columns, freeze titles, protect a worksheet, insert a note, and print document for week 5. Read, "Case 6: Future Cars, Inc. Product Strategy Decision," and "Case 7: The Health Care Coverage Decision at Big Dog Collars."
6	**Worksheet formulas.** How to use simple formulas, complex formulas and function formulas. Construct formulas, calculate values, and update the total value.	Enter and edit formulas, distinguish among relative, absolute, and mixed cell references. AutoSum function and the Point-and-Click method of entering formulas. Display formulas in a worksheet, perform immediate and delayed calculations and the use of function formulas.	In a document supplied by instructor, students will demonstrate knowledge of formulas and tabulation.
7	**Create charts from data contained in the worksheet.** Create column, line, pie, and scatter charts using the Chart Wizard. Use the same data displayed in	Create different types of worksheet charts. Switch between charts and worksheets, zoom, and rename a chart. Preview and print chart. Edit a chart and	Read, "Part 3: Decision Support Cases Using the Excel Problem Solver," and "Tutorial D: Building a Decision Support System Using

	different types of charts. Moving and copying data between applications. Demonstrate linking data with the paste link option. Updating a linked document.	change the type of data. Create a newsletter with general information about real estate that is of interest to graphic arts industry. Interest rates, improvement and maintenance, mortgages and taxes. Create a worksheet for this purpose. Use trade publications, (such as the Printing News) for research.	Excel Solver." Read, "Part 4: Decision Support Case Using Basic Excel Functionality," and "Case 10: The College Return On Investment Analysis" Make a Gantt chart.
8	**Introduce students to the basics of database management.** Start Access, design and create a database and enter records. Modify, name and save a table. Printing. **QUIZ #2**	Terminology Quiz: Word, Excel. Start Access and open a database. Create a new database and a new table. Design, modify, name, and save a table. Navigate a database and enter records. Print a table and exit Access. Create a mailing list that will be formatted as labels from the ADGA Alumni Database.	Read, "Part 1: Database Cases Using Accss," and "Tutorial A: Database Design," and "Tutorial B: Microsoft Access Tutorial."
9	**Editing records.** Select records and fields in Database view; build the layout of a datasheet; create and use forms and change field properties.	Edit data in a table; select records and fields. Changing formats, forms, and field properties.	Read "Case 1: Preliminary Case: Veggie Box Delivery," and "Case 2: Internet Jets Reservation System Database."
10	**Techniques for data access order records.** Create a query, index a database, sort a database, using a filter and using Find to locate	Locate data by using the Find command. Create and save a query; create and use a filter; sort a table in ascending and descending order; and index a database.	Read "Case 3: The Intramural Sports Database," and "Case 4: T-Shirts, Etc. Order Database."

	data in a database. Process of creating and modifying a report. Creating and using macros for database management. Adding actions to a macro.	Using GPS data. Making labels remotely. Reports: Create a Groups/Totals report using the Products table. Sort by product name. Create a macro to open the Products table. Print all pages.	
11	**Basic PowerPoint.** Start PowerPoint, open an existing presentation, apply a design template. Change a slide layout; add a slide; change views and print; exit PowerPoint. **QUIZ #3**	Opening an existing presentation, use the status bar; apply a template, changing a slide layout. how to add a slide, change views and print a presentation and exiting PowerPoint.	(Assigned Reading on PowerPoint Basics.)
12	**Creating a new presentation**. Slides, outlines, speakers notes and audience notes, delete slides, add text to slides, use the Pick a Look Wizard.	Create a presentation using wizards and templates, using the AutoContent wizard, deleting slides, adding text to slides, using the pick a look wizard and printing a presentation.	Collate data and create graphics for Final Presentations.
13	**Show Keynote, Acrobat and InDesign as industry-standard desktop presentation tools.** **More Powerpoint** Presentation of Final Projects: Part 1.	Create and export a slideshow from InDesign, and Acrobat Pro.	Prepare final Presentations.
14	Presentation of Final Projects: Part 2. **QUIZ #4** – Take-home quiz	Oral presentations with slideshow presentations.	Review for Final Examination.
15	Final Examination.	Complete and submit projects on PowerPoint.	