

COCONINO COMMUNITY COLLEGE
COURSE OUTLINE

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Status: Permanent

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A. Identification:

1. Subject Area: ENGLISH
2. Course Number: COM 180
3. Course Title: College Publications I
4. Credit Hrs: 3
5. Catalog Description Hands-on experience producing online college student publications. Three lecture. Offered in the Fall.

B. Course Goals:

To provide students with hands-on experience producing college student publications utilizing online technology.

C. Course Outcomes:

Students will:

- 1) Collect and critique student publication submissions
- 2) Create an effective filing system for submissions
- 3) Create and maintain a database for demographic information
- 4) Compose correspondence and assemble mailing
- 5) Discuss vision for theme of upcoming publications
- 6) Practice leadership skills
- 7) Operate a digital camera in order to take photos of artwork
- 8) Manage digital photos
- 9) Edit submissions
- 10) Update the web version of the publications
- 11) Develop promotional items, such as advertising

D. Course Content:

Will include:

- 1) Image file/ web page basics
- 2) Digital photography basics
- 3) Data entry and mail merge creation
- 4) Database file maintenance
- 5) Editing techniques
- 6) Graphic illustration basics
- 7) Other software packages as needed or appropriate