BELLEVUE COLLEGE

Desktop Publishing for Print and Web
Certificate of Accomplishment

STUDENT NAME		SID #	
PROGRAM CHAIR		DATE	

PROGRAM REQUIREMENTS

			Requested Substitution/Transfer Credits (if applicable)					
Course	Course Title	CR	College/University	Course	CR	Grade	Quarter	Year
CORE COURSEWORK								
BTS 110	Web Essentials	5						
BTS 186	Publication Design Essentials	5						
BTS 187	Publication Design for Print	5						
BTS 188	Digital Images for Desktop Publishing	5						
BTS 189	Webpage Authoring Essentials	5						
BTS 293	Business Technology Practicum	5						
Choose 5 credits from the following:		5						
BTS 161 BTS 165	Business Software Essentials (5 Cr) Business Spreadsheet Analysis and Design (5 Cr)							
Choose 9 credits from the following:		9						
DMA 212 DMA 221 ART 110 ART 111 BTS 144 BTS 145 BTS 147 BTS 280 BTS 289 BTS 293 BUS 230 MKTG 154 MKTG 200 MKTG 225 MKTG 234 MKTG 240	Vector Images & Illustrations (5 Cr) Web Animation I (5 Cr) Two-Dimensional Design (5 Cr) Design Color (5 Cr) Personal Information Manager (3 Cr) Introduction to Web Technology (1 Cr) Presentation Design & Delivery (3 Cr) Project Planning, Tracking & Reporting (5 Cr) Design & Deploy Ecommerce Website (5 Cr) Business Technology Practicum (5 Cr) Project Management (5 Cr) Principles of Marketing (5 Cr) International Marketing (5 Cr) Customer Relations Management (5 Cr) Advertising (5 Cr) eMarketing (5 Cr)							
TOTAL		**44**						

The Desktop Publishing for Print and Web certificate emphasizes standards for print and Web production. It covers current print and Web software applications, principles of design, and production workflow principles. It provides training for positions such as design assistant, production assistant, marketing and communications assistant.

LEARNING OUTCOMES

Certificate recipients should possess the skills & abilities described below:

- Use file management and basic Windows principles to manage data
- Create basic office documents using industry standard software
- Confidently use current industry standard software in desktop publishing
- Create professional quality publications for print and Web
- Apply design principles for the creation of publications
- Apply principles of resolution, file types, color management and production workflow to the creation of print and Web publications
- Apply principles of written and visual communication to the creation of a variety of publications. Understand and apply the differences
- Research and recommend devices used in desktop publishing
- Collaborate with and advise clients, creating publications that best suit client needs
- Create a portfolio showcasing work
- Market themselves to potential employers

FOR MOST UP-TO-DATE INFORMATION, GO TO:

www.bellevuecollege.edu/programs/degrees/proftech/ bts/#desktopwebpub

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