

STUDENT NAME		SID #	
PROGRAM CHAIR		DATE	

PROGRAM REQUIREMENTS			Requested Substitution/Transfer Credits (if applicable)			Completed		
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	Intro to Digital Content	5						
BTS 189	Webpage Authoring Essentials	5						
BTS 293	Professional Skills	5						
<i>Choose 10 credits from the following:</i>		10						
BTS 161	Business Software Essentials (5 Cr)							
BTS 165	Business Spreadsheet Analysis & Design (5 Cr)							
BTS 201	Content Management Systems (5 Cr)							
BTS 210	Collaborative Web Spaces (5 Cr)							
BTS 280	Project Planning, Tracking & Reporting (5 Cr)							
BTS 289	Emerging Web Development Technologies (5 Cr)							
MKTG 101	Introduction to Marketing (5 Cr)							
MKTG 234	Advertising (5 Cr)							
TOTAL		40						

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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