

<b>STUDENT NAME</b>		<b>SID #</b>	
<b>PROGRAM CHAIR</b>		<b>DATE</b>	

PROGRAM REQUIREMENTS			Requested Substitution/Transfer Credits (if applicable)			Completed		
Course	Course Title	CR	College/University	Course	CR	Grade	Quarter	Year
<b>CORE COURSEWORK</b>								
<b>BTS 110</b>	Web Essentials	5						
<b>BTS 186</b>	Publication Design Essentials	5						
<b>BTS 187</b>	Publication Design for Print	5						
<b>BTS 188</b>	Intro to Digital Content	5						
<b>BTS 189</b>	Webpage Authoring Essentials	5						
<b>BTS 293</b>	Professional Skills	5						
<i>Choose 10 credits from the following:</i>		<b>10</b>						
<b>BTS 161</b>	Business Software Essentials (5 Cr)							
<b>BTS 165</b>	Business Spreadsheet Analysis & Design (5 Cr)							
<b>BTS 201</b>	Content Management Systems (5 Cr)							
<b>BTS 210</b>	Collaborative Web Spaces (5 Cr)							
<b>BTS 280</b>	Project Planning, Tracking & Reporting (5 Cr)							
<b>BTS 289</b>	Emerging Web Development Technologies (5 Cr)							
<b>MKTG 101</b>	Introduction to Marketing (5 Cr)							
<b>MKTG 234</b>	Advertising (5 Cr)							
<b>TOTAL</b>		<b>40</b>						

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](http://www.bellevuecollege.edu/programs/degrees/proftech/bts/#desktopwebpub)

### GAINFUL EMPLOYMENT DISCLOSURE

For details about our graduation rates, the median debt of students who completed the program, and other important information, please visit [www.bellevuecollege.edu/legal/publicdisclosure](http://www.bellevuecollege.edu/legal/publicdisclosure)

### NOTES

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