

Desktop Publishing for Print and Web

Certificate of Accomplishment

STUDENT N	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						
Choose 10 credits from the following:		10						
BTS 161 BTS 165 BTS 201 BTS 210 BTS 280 BTS 289 MKTG 101 MKTG 234	Business Software Essentials (5 Cr) Business Spreadsheet Analysis & Design (5 Cr) Content Management Systems (5 Cr) Collaborative Web Spaces (5 Cr) Project Planning, Tracking & Reporting (5 Cr) Emerging Web Development Technologies (5 Cr) Introduction to Marketing (5 Cr) 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

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*

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