

Student Name: \_\_\_\_\_ SID: \_\_\_\_\_

 Courses may be subject to prerequisites and minimum grade requirements. Check online at <http://bellevuecollege.edu/classes/All/>

PROGRAM REQUIREMENTS			REQUESTED SUBSTITUTION/TRANSFER CREDIT					
Course	Course Title	Credits	College/University	Course	Credits	Grade	Quarter	Year
<b>CORE COURSEWORK</b>								
BTS 110	Web Essentials for Communications	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	Business Software Essentials (5 Cr)							
BTS 165	Business Spreadsheet Analysis and Design (5 Cr)							
Choose 9 credits from the following:		9						
DMA 212	Vector Images & Illustrations (5 Cr)							
DMA 221	Web Animation I (5 Cr)							
ART 110	Two-Dimensional Design (5 Cr)							
ART 111	Design Color (5 Cr)							
BTS 144	Personal Information Manager (3 Cr)							
BTS 145	Introduction to Web Technology (1 Cr)							
BTS 147	Presentation Design & Delivery (3 Cr)							
BTS 280	Project Planning, Tracking & Reporting (5 Cr)							
BTS 289	Design & Deploy Ecommerce Website (5 Cr)							
BTS 293	Business Technology Practicum (5 Cr)							
BUS 230	Project Management (5 Cr)							
MKTG 154	Principles of Marketing (5 Cr)							
MKTG 200	International Marketing (5 Cr)							
MKTG 225	Customer Relations Management (5 Cr)							
MKTG 234	Advertising (5 Cr)							
MKTG 240	eMarketing (5 Cr)							
<b>TOTAL</b>		<b>44</b>						

Please complete this form prior to meeting with the Program Chair for signature. Completed form must be submitted to the Evaluations/Graduation Office when applying for graduation.

Program Chair: \_\_\_\_\_

Date: \_\_\_\_\_

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## DESCRIPTION

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 and 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

## STAYING ON TRACK

Use Degree Audit to track your progress toward completion of this certificate at <http://bellevuecollege.edu/degreeaudit/>

Please refer to <http://bellevuecollege.edu/programs/degrees/> for latest degree updates and further information.

## GRADUATION APPLICATION

Students must apply for graduation. Submit your graduation application form prior to the end of the final quarter; there is no fee required for this certificate. Applications are available at [http://bellevuecollege.edu/enrollment/graduation/apply/applications/Short\\_term\\_cert.pdf](http://bellevuecollege.edu/enrollment/graduation/apply/applications/Short_term_cert.pdf), and at the Enrollment and Registrar Services desk located in the Student Services building.

Submit application to Enrollment and Registrar Services on the first floor of the Student Services Building.

## PROGRAM CONTACT INFORMATION

[www.bellevuecollege.edu/classes/all/](http://www.bellevuecollege.edu/classes/all/) *Desktop Publishing for Print and Web*