Electronic Publishing Specialist (0074)

	COURSE Prefix & Number																								
THE STUDENT (Discipline) SHALL BE ABLE TO:	ART 111	ART 213	ART232	ART240	BUS280	CIS 125	CIS 147	CIS 148	CIS 161	CIS 162	CIS 164	CIS 171	CIS 172	CIS 173	CIS 174	CIS 176	CIS 185	CIS 210	CIS 257	CiS 259	CIS 272	CIS 296	MKT 126	MKT 242	OAT 156
Design page layouts for potential customers, which successfully integrate text and graphics in a variety of pieces including newsletters, brochures, catalog inserts, and other finished works in full color and spot color.	I	I	I				I					I	R						E	E	E	E	I		
Demonstrate skills regarding the effective use of typography to communicate in written word utilizing type style, font variety and graphic effects to maximize the message.	I	I	R	I			R	I	I	I	I	R	R		I	I		R	E	E	E	E	I	I	I
Demonstrate proficiency in manipulating, enhancing, saving, modifying, and retouching vector and bitmapped images using a variety of different techniques and software applications while abiding by intellectual property laws.				R	E	I						E	I	I						E	R	E			
Convert text, photographs, and images to a digital format by employing the scanning technology used in electronic publishing whether on the web or electronic prepress.									I	I		R	E		I	I			E	E	E	R			
Identify the how, why, and when of uses for the different color modes of RGB (Red, Green, Blue) and CMYK (Cyan, Magenta, Yellow, Black), while demonstrating understanding of color separations, Pantone colors, and how they apply to graphics for the printed page or the World Wide Web.	I	R	I	R				I	I	I		R	I		I	I	I		E	E	E	E			
Submitted By: Diane Di Tucci																									
Division: Business																									
Date Reviewed: 10/17/12																									
Status: Accepted																									