

Electronic Publishing Specialist Mission Statement

The Electronic Publishing Specialist program at Southwestern Illinois College provides students with the knowledge and skills necessary to obtain entry-level positions in the electronic/desktop publishing field. The program encourages lifelong learning and continually assesses student proficiency, making necessary modifications in both state-of-the-art resources and in instructional methods indicated by industry, so as to best prepare students for this career.

Educational Goals

The Electronic Publishing Specialist degree at Southwestern Illinois College will graduate students that can:

1. 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.
2. 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.
3. 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.
4. Convert text, photographs, and images to a digital format by employing the scanning technology used in electronic publishing for whether on the web or the electronic prepress.
5. 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.

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Division: Business Division

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