

BCT 250 Articulation Competencies

Desktop Publishing (5 Credits)

Focuses on general desktop publishing and classic design concepts. Plan and create various small single- and multiple-page publications using desktop publishing software and computer technology. Special attention given to design principles, typography, layout and production techniques to develop specific skills and competencies needed by professionals who use computer hardware and software for publications.

Upon completion of this course, successful students will score 80% or better on the following competencies to receive WVC college credits.

Student Learning Outcomes:

CATEGORIES			
1. Problem Solving:	A. Critical Thinking	3. Social Interaction:	A. Collaboration
	B. Creative Thinking		B. Ethical Conduct
	C. Quantitative Reasoning		C. Professional Conduct
	D. Qualitative Reasoning		D. Cultural Diversity
2. Communication:	A. Oral Expression	4. Inquiry:	A. Information Literacy
	B. Written Expression		B. Research
	C. Artistic Expression		C. Documentation

Course Competencies Checklist:

- Evaluate and apply design concepts in business and personal documents to enhance visual appeal. (2B,C)
- Use desktop publishing software features/functions to effectively produce printed or electronic documents. (2B,C)
- Consider costs associated with publishing documents including supplies, commercial printing or web publishing. (1A,C, 4B)
- Create ethical, accurate content for publication. (3C)

Program Outcomes:

Students enrolled in the BCT program will do the following:

- Develop foundational knowledge in computer technologies.
- Develop communication and professional work skills.
- Make appropriate technology choices for business productivity.
- Apply Internet tools for research and collaboration.
- Prepare for industry certifications such as Microsoft Office Specialist and IC3 Digital Literacy.

Course Topics:

- Desktop Publishing Program Layout and Tools
- Type Manipulation and Graphic Effects
- Graphic Formats and Conventions
- Writing and Editing to Enhance and Validate Messages
- Publication Budgets
- Design Principles