

# Idaho PTE Business Education Course w/Essential Learning Outcomes

Course Title	PUBLISHING I		
SDPTE Course ID	BE 0314	IBED	IBED 11152

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A course designed to develop proficiencies in the planning, designing, and development of business and promotional documents (newsletters, magazines, advertisements, etc.) using industry standard pagination and graphic design software. Identification of client needs and consideration of the intended audience direct the work students engage in as they combine appropriate text, graphics and design concepts to communicate the desired message effectively. Publishing careers will be examined.

Term	Semester	Preq	BE 0022
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Notes:

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## **Career Development CDev\_1: Demonstrate Knowledge of Self-Awareness**

CDev\_1.1 Assess personal skills, abilities, and aptitudes as they relate to career exploration and development.

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## **Career Development CDev\_4: Demonstrate Knowledge of Career Strategy**

CDev\_4.3 Develop an individual career plan.

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## **Communications Comm\_1: Demonstrate Knowledge of Foundations of Communications**

Comm\_1.1 Through vocal expression, communicate in a clear, courteous, concise, and correct manner on personal and professional levels.

Comm\_1.3 Communicate in a written format in a clear, courteous, concise, and correct manner on personal and professional levels.

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## **Communications Comm\_3: Demonstrate Knowledge of Technological Communications**

Comm\_3.1 Use technology to enhance the effectiveness of communications.

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## **Information Systems IS\_1: Demonstrate Knowledge of the Foundations of Information Systems**

IS\_1.1 Identify and use various input technologies that include keyboarding, voice recognition, handwriting recognition, optical character recognition, and other forms of emerging input technologies.

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## **Information Systems IS\_7: Demonstrate Knowledge of Information Systems Ethical Issues**

IS\_7.1 Establish and use a personal code of ethics for information systems use and management.

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## **Information Systems IS\_23: Demonstrate Knowledge of Using Desktop Publishing Software**

IS\_23.1 Evaluate the purposes, functions and features of desktop publishing software.

IS\_23.2 Consider a plan for documents to be published including the target audience, text, graphics and printer.

IS\_23.3 Demonstrate ability to insert and edit text, and consider typography when publishing documents.

IS\_23.4 Demonstrate ability to format pages considering contrast, balance, and consistency.

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