

# Idaho PTE Business Education Course w/Essential Learning Outcomes

Course Title	PUBLISHING II		
SDPTE Course ID	BE 0324	IBED	11152

A course designed to build on the skills acquired in Publishing I. Students plan, design, and develop complex documents and develop enhanced graphics while using journalistic principles and design concepts to communicate the intended message of the publication. Concepts addressing print publication requirements (CMYK, spot colors, bleed, creep, etc.) and Web publication requirements (RGB, font issues, etc.) are studied. Documents will be finalized and ready for commercial printing.

Term	Semester	Preq	BE 0314
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Notes:

## **Career Development CDev\_2: Demonstrate Knowledge of Career Research**

CDev\_2.2 Utilize a Career Information Database to prepare a career portfolio.

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

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

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

IS\_1.3 Identify the need for applications of technology in business, industry, society and on a global scale.

## **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.

IS\_23.5 Demonstrate ability to create and edit graphics using industry standard graphics software.

IS\_23.6 Demonstrate ability to place graphics and enhance publications to add appeal and brand recognition.

IS\_23.7 Demonstrate ability to deliver publications to a commercial printer for final publication.