

# Idaho PTE Business Education Course w/Essential Learning Outcomes

Course Title	PUBLISHING III		
SDPTE Course ID	BE 0334	IBED	11152

A course designed to utilize publishing skills for the creation and publication of a complex publication such as a school yearbook. Planning and design principles are used to analyze and organize information, select and create visuals and develop a design structure. Organizational and professional skills are developed through team projects in which students prioritize project components and present the final product to its intended audience.

Term	Semester	Preq	BE 0324
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Notes:

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

CDev\_2.1 Utilize career resources to develop a knowledge base of career information.

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

CDev\_4.1 Apply knowledge gained from individual assessment to a comprehensive set of goals and an individual career plan.

## **Career Development CDev\_5: Demonstrate Knowledge of School-to-Work Transition**

CDev\_5.2 Develop an employment portfolio.

CDev\_5.4 Demonstrate an understanding of all elements involved in the job application process.

## **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.

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

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

## **Communications Comm\_5: Demonstrate Knowledge of Organizational Communications**

Comm\_5.2 Incorporate appropriate standards of personal ethics to communicate effectively with various business constituencies.

Comm\_5.3 Incorporate appropriate leadership techniques to communicate effectively with various business constituencies.

## **Information Systems IS\_3: Demonstrate Knowledge of Common Applications of Information Systems**

IS\_3.1 Identify, select, evaluate, and use application software.

## **Information Systems IS\_18: Demonstrate Knowledge of Web Design and Internet Fundamentals**

IS\_18.1 Demonstrate knowledge of internet fundamentals.

## **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.

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

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