

Santa Ana College
Business Applications & Technology (BA) Department

www.sac.edu/BA

Digital Publishing Program

The Digital Publishing program is designed to professionally train students in all aspects of designing and publishing **print and web business projects** based on **current business industry standards and technology**. Instruction includes digital graphics, web design, page layout, typography, export file formats, proper file setup, integration of software tools, and professional design guidelines.

Employment Opportunities: graphic designer, production artist, web designer, multimedia specialist, creative services manager, marketing specialist, marketing coordinator, instructional designer, web architect, animator, interactive art director, administrative assistant, support staff, digital content specialist, digital media designer, marketing manager, presentation specialist, SEO specialist, graphic coordinator, photographer, and virtual assistant.

Adobe classes are offered once a year and are scheduled in the following semesters:

SpringBA 164 **Photoshop** (photo), BA 170 **InDesign** (page layout)

Summer ...BA 163 **Acrobat Pro** (full version - not Acrobat Reader)

FallBA 166 **Illustrator** (drawing), BA 169 **Dreamweaver** (web design), BA 170 **Flash** (animation)



Digital Publishing Certificate

Required Courses	Units
BA 163 Adobe Acrobat.....	3
BA 164 Adobe Photoshop.....	3
BA 166 Adobe Illustrator.....	3
BA 169 Adobe Dreamweaver	3
BA 170 Adobe InDesign.....	3
Select 4.5 units from the following electives:.....	4.5

Elective Courses	Units
BA 035 Computer Fundamentals.....	1.5
BA 115A Computer Keyboarding Speed and Accuracy Dev.	1
BA 147 Introduction to Windows.....	1.5
BA 160 Microsoft Publisher	3
BA 173 Adobe Flash	3

Total units required:..... 19.5

Digital Publishing Degree

Required Courses	Units
BA 017 Business Writing Skills	3
BA 035 Computer Fundamentals	1.5
BA 115A Computer Keyboarding Speed and Accuracy Dev.....	1
BA 120 Administrative Office Management OR BA 018 Office Procedures.....	3
BA 147 Introduction to Windows.....	1.5
BA 164 Adobe Photoshop.....	3
BA 166 Adobe Illustrator.....	3
BA 169 Adobe Dreamweaver.....	3
BA 170 Adobe InDesign.....	3
BA 179 Introduction to Microsoft Office.....	4
BUS 080 Business Mathematics.....	3
Select 4.5 units from the following elective courses:	4.5

Elective Courses	Units
BA 066 Microsoft Outlook.....	1.5
BA 147 Introduction to Windows.....	1.5
BA 148 Advance Windows.....	1.5
BA 160 Microsoft Publisher	3
BA 163 Adobe Acrobat.....	3
BA 173 Adobe Flash	3

Total units required:..... 33.5

Visit SAC BA Web Site

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- Free vouchers for SAC BA students for Adobe Certified Associate and MOS Certification (certification testing for Adobe and Microsoft Corporations)
- Information about other SAC BA certificate and degree programs:
 - General Business Application & Technology
 - Microsoft Office Professional
 - Office Management
 - Spanish/English Interpretation & Translation
- Microsoft Office MOS certification preparation and testing
- And much more information and details about BA classes and programs