

Build business and technical skills required for careers related to producing innovative business and marketing projects for print, web, and social media.

Learn from Adobe certified, multimedia design professionals sharing their expertise with tips and proper techniques.

Prepare to take the Adobe Certified Professional industry certification exams in classes.

### Career Opportunities

- Drone Photographer / Videographer
- Social Media Manager / Content Creator
- Marketing Director / Coordinator
- Library Media Specialist
- Production Director
- Multimedia Web Designer
- Creative Services Manager
- Marketing Graphics Specialist
- Instructional Designer
- SEO Specialist
- Digital Content Specialist / Copywriter
- Presentation Specialist

### SAC Business Apps & Technology Department

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Business Division A-107-10

[sac.edu/BA](http://sac.edu/BA)

### SAC Business Counselors

Daniel Peraza • Maria Rios

Library Building, 2nd Floor L-222 • 714.564.6254

- Get help planning class schedules
- Set education and career goals
- Complete graduation forms
- Learn about financial aid and support services

### SAC Internship Program

[sac.edu/internships](http://sac.edu/internships) • A-107-4 • [internships@sac.edu](mailto:internships@sac.edu)

The information in this brochure is based on SAC Catalog 2021-22. Please refer to the SAC Catalog for details.

To request this document in an alternate format, please contact (714) 564-5527 or [Public\\_Affairs@sac.edu](mailto:Public_Affairs@sac.edu)

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## DIGITAL PUBLISHING ADOBE FOR BUSINESS & MARKETING

### Print, Web, SEO, Social Media & Drones



## Professional Business Skills & Technology Training SAC.edu/BA

### Microsoft & Adobe Industry Certification



Microsoft Office Specialist  
(MOS)



Adobe Certified Professional  
(ACP)

MOS and ACP certifications are industry-recognized credentials that validate proficiency in technical skills using software applications.

All BA Microsoft Office and Adobe courses are exam preparation classes which include practice tests that can be taken on your computer off-campus or in the SAC ACC computer lab. The exams are proctored at SAC. Each exam has approximately 50 project-based tasks to be completed within 50 minutes. You only need 70% to pass!

Learn technical skills for a job and earn certifications at the same time!

# DIGITAL PUBLISHING – ADOBE FOR BUSINESS & MARKETING

## Print • Web • SEO • Social Media • Drones

The Digital Publishing - Adobe for Business programs provide technology skills training in Adobe software to produce professional business and marketing projects for print, web, and social media using current standards and guidelines. Topics include proper file setup, integration of software apps, image editing, page layout, web design with SEO, multimedia (audio, video, animation), and using drones to take photos, videos, and live streaming.

### Adobe Applications for Business Certificate

Program code: sac.baab.ca

Course	Units
BA 164	Adobe Photoshop 3
BA 166	Adobe Illustrator 3
BA 170	Adobe InDesign 3
BA 163	Adobe Acrobat 3
BA 169	Adobe Dreamweaver 3

**Total Units: 15**

### Adobe Web Projects for Business Certificate

Program code: sac.baaw.ca

Course	Units
BA 164	Adobe Photoshop 3
BA 169	Adobe Dreamweaver 3
BA 171	Adobe Premiere Pro 3
BA 172	Adobe After Effects 3
-or-	
BA 173	Adobe Animate 3

**Total Units: 12**

### Digital Design for Business Certificate

Program code: sac.dadg.ca

Course	Units
BA 163	Adobe Acrobat 3
BA 164	Adobe Photoshop 3
BA 166	Adobe Illustrator 3
BA 170	Adobe InDesign 3
BA 153	Social Media Apps for Employment and Business 1.5
BA 154	Search Engine Optimization and Web Statistics Apps for Business 1.5
BA 155	WordPress 2
ENTR 120 - 125	6 Freelance courses – 1 unit each See catalog for details 6

**Total Units: 23**

### Digital Publishing Certificate

Program code: sac.badp.ca

Course	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 2 courses from the following electives:

BA 155	WordPress 2
BA 160	Microsoft Publisher 2
BA 173	Adobe Animate 3
BA 171	Adobe Premiere Pro 3
BA 172	Adobe After Effects 3
BA 181	Everyone Can Code with Apple 2
BA 182	Google Apps & Google Drive 2
BA 153	Social Media Apps for Employment and Business 1.5
BA 154	Search Engine Optimization and Web Statistics Apps for Business 1.5
BA 158	Introduction to Drones 1.5

**Total Units: 18-21**

### Achieve Higher Levels of Industry Certifications

Pass 1 exam = Adobe Certified Professional Certificate

Pass 2 exams = Receive 3rd Higher Level Certificate

Required ACP Exam	Plus 1 ACP Exam	Higher Level Certificate
Photoshop	Illustrator or InDesign	Adobe Certified Professional in Visual Design
Premiere Pro	Photoshop or After Effects	Adobe Certified Professional in Video Design
Dreamweaver	Animate or Photoshop	Adobe Certified Professional in Web Design

### Digital Publishing Degree

Program code: sac.badp.ca

Course	Units
BA 147	Microsoft Windows, OneDrive & OneNote 1.5
BA 179	Microsoft Office (Word, Excel, PowerPoint) 3
BA 163	Adobe Acrobat 3
BA 164	Adobe Photoshop 3
BA 170	Adobe InDesign 3
BA 166	Adobe Illustrator 3
BA 169	Adobe Dreamweaver 3
BA 171	Adobe Premiere Pro 3
BA 172	Adobe After Effects 3

Select 2 courses from the following electives:

BA 158	Introduction to Drones 1.5
BA 153	Social Media Apps for Employment and Business 1.5
BA 154	Search Engine Optimization and Web Statistics Apps for Business 1.5
BA 173	Adobe Animate 3
BA 155	WordPress 2
BA 181	Everyone Can Code with Apple 2
BA 160	Microsoft Publisher 2
BA 182	Google Apps & Google Drive 2

**Total Units: 28.5 - 30.5**



**New!**  
Drone Technology Certificate  
[sac.edu/ba](http://sac.edu/ba) for brochure and details