

Computer Applications and Graphics Programs

Computer Applications and Graphics Programs



Kathy Yeomans, *Instructor*

Small opportunities are
often the beginning of
great enterprises.

—Demosthenes

COMPUTER APPLICATIONS AND GRAPHICS PROGRAMS

COMPUTERIZED MARKETING SUPPORT TECHNICIAN

26 WEEKS

ELEMENTS:

- Business English
- Computer Concepts
- Computer Database
- Computer Spreadsheet/Graphics 1 & 2
- Desktop Publishing 1
- Desktop Publishing 2 Fundamentals
- HTML/XHTML/CSS Basics
- Internet Fundamentals
- Keyboarding 1
- Marketing/Sales Project Design
- Office Graphics 1 Fundamentals
- Presentation Graphics
- Word Processing 1 & 2

SOFTWARE: Microsoft Windows, Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft PowerPoint, Internet Explorer, InDesign, Illustrator, Photoshop

OPTIONAL COURSE ENHANCEMENTS:

Communications Skills
Desktop Publishing Applications

EMPLOYMENT OPPORTUNITIES:

- Customer Service Support
- Marketing Assistant
- Marketing Coordinator
- Marketing Design Assistant
- Office Assistant/Sales Support
- Sales Assistant
- Sales Coordinator
- Sales Support

COURSE INFORMATION:

This course concentrates on the software and skills required for using computers effectively in the marketing and sales fields.

Students learn to create mass mailings from databases, to use software tools for data collection and analysis, to create flyers and simple brochures, and to use good proofreading skills so that products are shown in the best light.

Students in this course will prepare for the newest technologies available in the marketplace. These skills are in demand as companies increasingly turn to technology to organize the process of selling and marketing goods and services. They will see how to apply office software to perform specific marketing and sales-related office activities.

The graduate will be a versatile, valuable employee for today's competitive businesses.

The student will be given the opportunity to prepare for the Microsoft MOS PowerPoint certification exam.



Banner logo designed by Jill Lapple
Web Business Graphics/Desktop Publishing student

COMPUTER APPLICATIONS AND GRAPHICS PROGRAMS

COMPUTERIZED OFFICE PROFESSIONAL

16 WEEKS

ELEMENTS:

- Computer Applications Projects 1
- Computer Database
- Computer Operating System Fundamentals
- Computer Spreadsheet/Graphics 1
- Keyboarding 1
- Presentation Graphics
- Word Processing 1 & 2

SOFTWARE: Microsoft Windows, Microsoft Word, Microsoft Excel, Microsoft Access, and Microsoft PowerPoint

OPTIONAL COURSE ENHANCEMENTS:

Computer Applications Projects 2
Computer Spreadsheet/Graphics 2
Internet Fundamentals

EMPLOYMENT OPPORTUNITIES:

- Clerical Assistant
- General Office
- Office Assistant
- Office Manager Assistant
- Receptionist
- Sales Support
- Secretarial Assistant

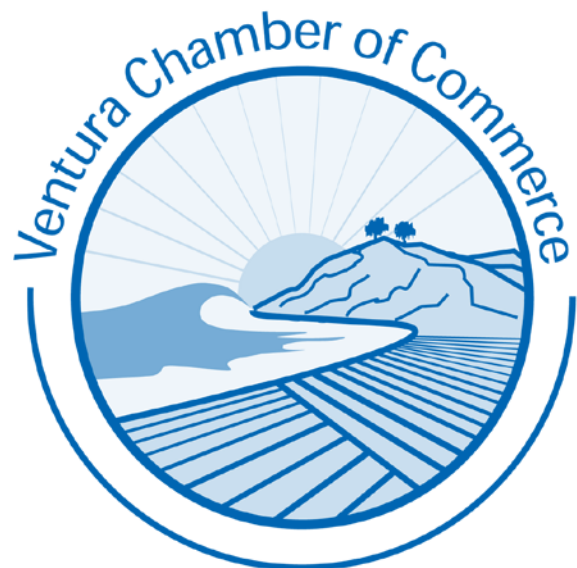
Logo designed by Chris Charney
for Ventura Chamber logo contest

COURSE INFORMATION:

In the Computerized Office Professional program, emphasis is placed on learning various computer business applications. Students are presented with a wide variety of the activities used in most offices and are given projects that will assist them in mastering those activities.

Students learn to use the Microsoft Office suite of software programs to perform common business tasks. Students will create letters, memos, and layouts for newsletters and brochures as well as learn to design forms. They will also learn to enter data into a spreadsheet and perform calculations. They will be able to create tables and charts for presenting business projections. This course prepares the student to collect and manage information using the power of a database. Students will also see how to create interesting slide shows and other business or marketing presentations.

Students will learn to simplify complicated tasks by using computer shortcuts and macros.



COMPUTER APPLICATIONS AND GRAPHICS PROGRAMS

GRAPHIC DESIGN (FAST TRACK)

16 WEEKS

PREREQUISITES: Windows, keyboarding, and word processing familiarity

ELEMENTS:

- Desktop Publishing 1
- Desktop Publishing 2
- Elements of Design for Web/Desktop Publishing Fundamentals
- HTML/XHTML/CSS Basics
- Preparing Files for the Web
- Office Graphics 1
- Portfolio Development
- Web Page Design 1
- Web Project Applications

SOFTWARE: Illustrator, InDesign, Photoshop, Dreamweaver

OPTIONAL COURSE ENHANCEMENTS:

Business English
Computer Spreadsheet/Graphics 1 & 2
Presentation Graphics
Word Processing 1 & 2

EMPLOYMENT OPPORTUNITIES:

- Assistant Web Designer
- Graphic Artist Assistant
- Graphic Designer Assistant
- Graphic Production Assistant
- Graphics Assistant
- Jr. Level Graphic Designer
- Marketing Assistant
- Web Graphics Designer

COURSE INFORMATION:

This Fast Track course takes the experienced computer user into the field of graphics, teaching the skills needed to create graphics and to integrate them into both publications and Web page designs.

Students learn to create well-designed layouts using dynamic graphics and informative text. The course emphasizes not only computers, but the use of good design as well. Students are encouraged to prepare individual projects that can be added to their professional portfolios.

Since the fields of Web page design and desktop publishing both require business graphics as well as text, students learn on the state-of-the-art software used by businesses and Web professionals.



TDC Catalog Cover Project by Technology High School student Jesse Hester

COMPUTER APPLICATIONS AND GRAPHICS PROGRAMS

GRAPHIC DESIGNER FOR PRINT

20 WEEKS

ELEMENTS:

- Business English
- Computer Concepts
- Computer Spreadsheet/Graphics Fundamentals
- Desktop Publishing 1
- Desktop Publishing 2
- Desktop Applications
- Elements of Design for Print Fundamentals
- Keyboarding 1
- Office Graphics 1
- Presentation Graphics
- Print Production Concepts
- Word Processing 1

SOFTWARE: Microsoft Windows, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Illustrator, InDesign, Photoshop

OPTIONAL COURSE ENHANCEMENTS:

Computer Spreadsheet/Graphics 2
Internet Fundamentals
Word Processing 2

EMPLOYMENT OPPORTUNITIES:

- Assistant Production Manager
- Digital Output Specialist
- Graphic Artist
- Graphic Designer Assistant
- Graphic Production Assistant
- Graphics Coordinator
- Jr. Level Graphic Designer
- Sales Support

COURSE INFORMATION:

In the Graphic Designer for Print curriculum, the student begins learning to meet the demands of a rapidly changing digital graphics environment. Using computers, the student learns to integrate text, graphics, spreadsheets, photographs, and charts into dynamic, interesting, and informative documents. In order to compete for graphics-based jobs in today's labor market, we must gear up by learning the desktop publishing software required by upward-moving companies.

TDC uses industry-standard equipment and software. Students will learn to use both the Macintosh and the PC to complete their work. These systems are used in conjunction with laser printers, scanners, and digital camera equipment.

The student will use digital media to learn proper placement of text and graphics in publications, including brochures, newsletters, magazines, advertisements, and books. Students will participate in on-the-job projects and are encouraged to develop dynamic, professional portfolios to show prospective employers.



GRAPHIC DESIGNER FOR WEB

20 WEEKS

ELEMENTS:

- Computer Concepts
- Desktop Publishing 2
- Elements of Design for Web Fundamentals
- HTML/XHTML/CSS Basics
- Preparing Files for the Web
- Internet Fundamentals
- Keyboarding 1
- Office Graphics 1
- Presentation Graphics
- Web Page Design 1
- Web Project Applications
- Word Processing 1

SOFTWARE: Illustrator, Internet Explorer, Microsoft Windows, Microsoft Word, Microsoft PowerPoint, Dreamweaver, Photoshop

OPTIONAL COURSE ENHANCEMENTS:

Business English
Computer Spreadsheet/Graphics
Flash Fundamentals
Word Processing 2

EMPLOYMENT OPPORTUNITIES:

- Assistant Web Designer
- Graphic Artist Assistant
- Graphic Designer Assistant
- Graphic Production Assistant
- Graphics Assistant
- Jr. Level Graphic Designer
- Marketing Assistant
- Web Graphics Designer

COURSE INFORMATION:

This course concentrates on the software and skills required for entry-level positions in the Web design field. Students learn to create well-designed layouts using dynamic graphics and informative text. The course emphasizes not only computers, but the use of good design elements as well. Students will create individual projects to add to their portfolios.

The need for Web designers is on the rise. The Web site address is as common to businesses today as a telephone number or a business card, and the need for Web sites will not slow down in the foreseeable future. The role of Web designer is a vital link to successful Web sites.

The basic Web page building blocks include Illustrator and Photoshop graphics as well as pages designed in a variety of Web editors, including basic HTML coding and Dreamweaver. Students learn to use Photoshop's advanced features to optimize graphics for the Web and create animations that enliven a Web site and make it visually interesting.



Web site designed by Wyndra Roche
Web Page Design

COMPUTER APPLICATIONS AND GRAPHICS PROGRAMS

WEB BUSINESS GRAPHICS/DESKTOP PUBLISHING

30 WEEKS

ELEMENTS:

- Business English
- Computer Concepts
- Computer Spreadsheet/Graphics
- Desktop Publishing 1
- Desktop Publishing 2
- Elements of Design for the Web
- HTML/XHTML/CSS Basics
- Preparing Files for the Web
- Internet Fundamentals
- Keyboarding 1
- Office Graphics 1
- Presentation Graphics
- Print Production Concepts/Project Design
- Web Page Design 1
- Web Project Applications
- Word Processing 1

SOFTWARE: Microsoft Windows, Internet Explorer, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Illustrator, InDesign, Photoshop, Dreamweaver

OPTIONAL COURSE ENHANCEMENTS:

- E-Commerce Fundamentals
- Flash Fundamentals
- Word Processing 2

EMPLOYMENT OPPORTUNITIES:

- Assistant Web Designer
- Graphic Artist Assistant
- Graphic Designer Assistant
- Graphic Production Assistant
- Graphics Assistant
- Jr. Level Graphic Designer
- Marketing Assistant
- Web Graphics Designer

COURSE INFORMATION:

This comprehensive course presents the software and skills required for entry-level positions in the Web design and print fields. Students learn to create well-designed layouts using dynamic graphics and informative text. The course emphasizes not only computers, but the use of good design elements and accuracy in grammar and spelling as well. Students create individual projects to add to their portfolios.

Since the fields of Web design and desktop publishing both require business graphics, students learn to customize graphics appropriately for both media.

The well-rounded designer in today's job market needs skills that allow flexible transition from print to Web. As the printing and Web industries become more closely interrelated, graphic designers are no longer limited to a single field. Desktop publishers now need to understand the Web business, and Web designers require knowledge of the printing industry.



Logo designed by Chris Charney
Computer Applications/Graphics