

**MARKETABLE SKILL AWARD IN ELECTRONIC MEDIA
AWARD OF COMPUTER INFORMATION SYSTEMS
McLENNAN COMMUNITY COLLEGE**

Student's Last Name	First Name	MI	ID No.	Date

Course	Grade
ARTC 1302 - Digital Imaging I	
IMED 1316 - Web Design I	
ARTC 1313 - Digital Publishing I	
ARTC 2313 - Digital Publishing II OR IMED 2313 - Project Analysis and Design OR ARTV 2301 – 2D Animation	

Request for Processing

In order to receive a Marketable Skills Record, the following requirements must be met:

1. You must make a grade of C or higher in each course.
2. You must provide an unofficial transcript with the appropriate courses highlighted with this request form.
3. You must submit a Request for Processing form to Dorothy Johnson in AS 218 for processing.

Your Marketable Skills Record certificate will include your course grade and the job competencies in the courses taken.

ADVISOR'S SIGNATURE

STUDENT'S SIGNATURE
(As you want it to appear on certificate.)

DATE

Remarks: _____

MARKETABLE SKILL RECORD
Course Description

This Marketable Skill enhances the technical skills of student from non-technical backgrounds to work in the eCommerce marketplace. Course offerings include:

- ARTC 1302 DIGITAL IMAGING I
Introduces digital imaging using raster image editing and/or image creation software: scanning, resolution, file formats, output devices, color systems, and image-acquisitions. Semester Hours 3 (2 lec/ 2 Lab)
- ARTC 1313 DIGITAL PUBLISHING I
Introduces computer layout and design using major components of electronic publishing including text, graphics, and page layout and design using a computer. The fundamentals of using digital layout as a primary publishing tool and the basic concepts and terminology associated with typography and page layout. Semester Hours 3 (2 Lec/2 lab)
- ARTC 2313 DIGITAL PUBLISHING II
Introduces layout procedures from thumbnails and roughs to final comprehensive and printing; emphasis on design principles for the creation of advertising and publishing materials, and techniques for efficient planning and documenting projects. Semester Hours: 3 (2 lec/2 lab)
- ARTV 2301: 2D Animation
Teaches skill development in the use of software to develop storyboards and two-dimensional animation including creating, importing, and sequencing media elements to create multimedia presentation using Macromedia Flash. Emphasis on conceptualization, creativity, and visual aesthetics. Semester Hours: 3 (2 lec/2 lab).
- IMED 1316 WEB PAGE DESIGN I
Introduces Internet web page design and related graphic design issues including mark-up languages, Web sites, Internet access software, and interactive topics. Prerequisites: ITNW 1337 Semester Hours: 3 (2 lec/2 lab).
- IMED 2313 PROJECT ANALYSIS AND DESIGN
Learn to analyze communication problems to determine whether multimedia is an appropriate solution; analyze a target audience for a multimedia project; determine and state the goals and objectives of a multimedia project; participate in a team to create and present a multimedia prototype; and participate in critiques of the team process. Semester Hours 3 (2 lec/2 lab)