



PROGRAM OUTCOMES

VISUAL COMMUNICATION & DESIGN (DIGITAL PUBLISHING)

1. Communication. Communicate verbally and in writing effectively and professionally with customers and print team to resolve conflict and meet the needs of the customer.
2. Basic Work Skills and Professional Development. Demonstrate professional work ethics with good interpersonal and problem solving skills, compliance with industry standards, and ongoing professional development.
3. Printing and Imaging Basics. Apply knowledge of various printing and output technologies to prepare digital files and images.
4. Fulfillment and Distribution. Prepare finished project for distribution by various channels and rating methods, while maintaining inventory and fulfillment needs.
5. Color. Create input and output color profiles for local and remote devices using knowledge of color theory, color management methods and RGB, CYMK, and PMS color models.
6. PrePress. Apply knowledge of software application, computer systems, and design elements to create or modify a project file for output to various devices including image format, plating, press (offset and web) short run color and web internet.
7. Project Management / Plant Operations. Apply project management and plant operation concepts to include the entire workflow system, scheduling, CIM materials handling, multipurposing, purchasing and outsourcing leading to timely and cost efficient project production.
8. Estimating. Apply processes, materials, and methods to estimate project pricing to meet client budget and maximize company profit.