

# WEB AND DIGITAL COMMUNICATIONS

## **PHBU101 Business & Technology Concepts (formerly Computer Applications)**

**Level: 9-12  
Credit: 1 unit**

This is an introductory class for web and digital communications as well as business finance courses. Students will obtain general knowledge about our economic system, business organization, technology in business, careers, being an informed consumer, having bank accounts, using credit and insurance. Practical computer and Microsoft Office (Word, Excel, PowerPoint) skills will be integrated throughout the course.

## **PHBU222 InDesign Prerequisite: Business & Technology Concepts (formerly Computer Applications)**

**Level: 10-12  
Credit: ½ unit**

Using Adobe InDesign CS3 students will layout, design, and create business publications including flyers, brochures, signs, posters, and logos. Students will learn the criteria for an eye-appealing layout including how to use the elements and principles of design when creating publications.

**NOTE: Students in Journalism Yearbook and/or Journalism Newspaper are strongly encouraged to enroll in this class.**

## **PHBU224 PhotoShop Prerequisite: Business & Technology Concepts (formerly Computer Applications)**

**Level: 10-12  
Credit: ½ unit**

Using Adobe Photoshop CS3 students will explore digital image editing. Techniques and topics include working with layers, selection techniques, filters, blending modes, paint tools, colors, and working with type.

**NOTE: Students in Journalism Yearbook and/or Journalism Newspaper are strongly encouraged to enroll in this class.**

## **PHBU226 Multimedia Prerequisite: Business & Technology Concepts (formerly Computer Applications)**

**Level: 10-12  
Credit: ½ unit**

Students will learn to use multimedia in a variety of applications. Topics will include individual and integrated coverage of graphics, animation, video, and presentation systems. Software used will include Adobe Premier Pro, After Effects, Soundbooth and Encore. Student will create a Public Service Announcement (PSA)

**PHBU203 Advanced Multimedia****Prerequisite: Multimedia****Level: 10-12****Credit: ½ unit**

Students will continue developing their video production skills and create a 5 minute video. Adobe Flash will be introduced.

**PHBU539 Web Design****Prerequisite: Business & Technology Concepts  
(formerly Computer Applications)****Level: 10-12****Credit: ½ unit**

Using Adobe Dreamweaver CS3 students will learn the commands and techniques required to create and revise Web pages. Topics to be covered will include basic text layout, viewing and identifying basic HTML tags, creating a site map, formatting a Web page, applying background color, inserting images and sounds, creating ordered and unordered lists, inserting files, and creating links on Web pages. Adobe Fireworks will be introduced as well. Students create a web site based on a generic business.

**PHBU532 Advanced Web Design****Prerequisite: Web Design****Level: 10-12****Credit: ½ unit**

This course will cover commands and techniques required to create and enhance a Web page using Adobe Dreamweaver CS3. Topics to be covered will include tracing images, layers, converting layers to tables, custom tables, cascading style sheets (CSS), templates and libraries, and publishing a Web site. Basic Adobe Flash CS3 and Fireworks CS3 will be incorporated as well. Students create their own web site.

**PHBU420 In-House Training 1 (IHT 1)****Prerequisite: Concurrent or previous enrollment in  
a Web and Digital course other than Business & Technology Concepts  
(formerly Computer Applications) and be selected based on student's application.****Level: 11-12****Credits: 1 or 2 units**

This course provides students with the opportunity to produce live production work for area business and industry, volunteer agencies, religious organizations, community clubs and organizations, and/or civic organizations. The IHT environment will simulate a business environment so that students will experience the skills, knowledge, and attitudes that accompany working in a business setting

**PHBU421 House Training 2 (IHT 2)****Prerequisite: In-House Training 1 (IHT 1)  
and be selected based on student's application****Level: 12****Credit: 1 or 2 units**

This course continues the experience students obtained during In-House Training 1 (IHT 1). Students become leaders of projects.