

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

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

Prepare to take the Adobe Certified Associate industry certification exam in class.

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

Dori Dumon • dumon_dori@sac.edu • 714.564.5773

Adam Morgan • morgan_adam@sac.edu • 714.564.6773

Business Division A-107-10

Follow us on Social Media: sacbainfo



sac.edu/BA

SAC Business Counselors

Daniel Peraza • Jennette Lona • 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 • A-107-4 • internships@sac.edu

Nondiscrimination Policy

The Rancho Santiago Community College District is committed to equal opportunity in educational programs, employment, and all access to institutional programs and activities.

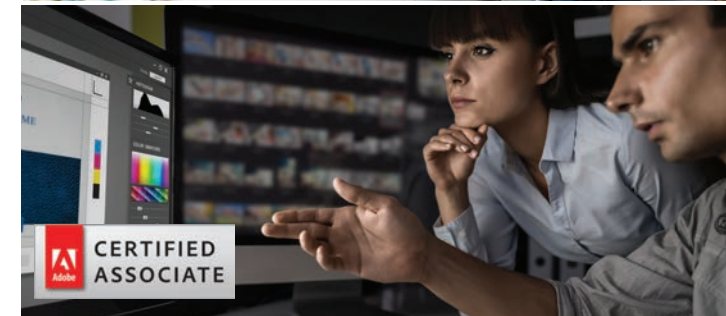
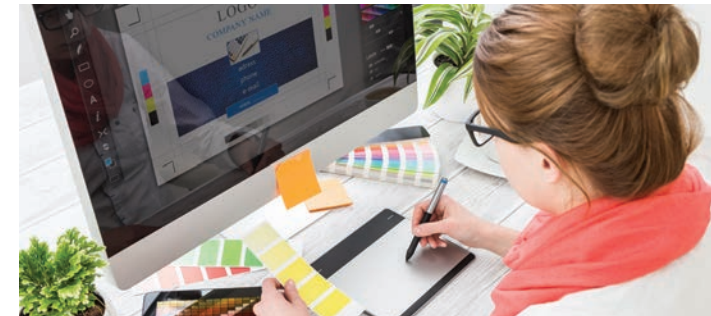
The District, and each individual who represents the District, shall provide access to its services, classes, and programs without regard to national origin, religion, age, gender, gender identity, gender expression, race or ethnicity, color, medical condition, genetic information, ancestry, sexual orientation, marital status, physical or mental disability, pregnancy, or military and veteran status, or because he or she is perceived to have one or more of the foregoing characteristics, or based on association with a person or group with one or more of these actual or perceived characteristics.

The Chancellor shall establish administrative procedures that ensure all members of the college community can present complaints regarding alleged violations of this policy and have their complaints heard in accordance with the Title 5 regulations and those of other agencies that administer state and federal laws regarding nondiscrimination.

No District funds shall ever be used for membership, or for any participation involving financial payment or contribution on behalf of the District or any individual employed by or associated with it, to any private organization whose membership practices are discriminatory on the basis of national origin, religion, age, gender, gender identity, gender expression, race, color, medical condition, genetic information, ancestry, sexual orientation, marital status, physical or mental disability, pregnancy, or military and veteran status, or because he or she is perceived to have one or more of the foregoing characteristics, or because of his or her association with a person or group with one or more of these actual or perceived characteristics. Inquiries regarding compliance and/or grievance procedures may be directed to District's Title IX Officer and/or Section 504/ADA Coordinator, 2323 N. Broadway, Santa Ana, CA 92706, 714-480-7490.

DIGITAL PUBLISHING – ADOBE APPS FOR BUSINESS

Print, Web, Social Media & Drones for Business



Professional Business Skills & Technology Training

SAC.edu/BA



Microsoft Office Specialist (MOS)



Adobe Certified Associate (ACA)

MOS and ACA 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!



SANTA ANA COLLEGE

1530 W. 17th Street, Santa Ana, CA 92706 • sac.edu

DIGITAL PUBLISHING – ADOBE APPS FOR BUSINESS

The Digital Publishing - Adobe Apps for Business programs provide technology skills training in Adobe software to produce professional business and marketing projects for print and web 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 the use of drones in business.

Adobe Applications for Business Certificate

Program code: sac.baab.cert

Course	Units
ART 195 Introduction to Digital Media Arts or BA 166 Illustrator* (substitute)	3
BA 164 Adobe Photoshop	3
BA 169 Adobe Dreamweaver	3
BA 170 Adobe InDesign	3
Total Units: 12	

Adobe Web Projects for Business Certificate

Program code: sac.baaw.cert

Course	Units
BA 164 Adobe Photoshop	3
BA 169 Adobe Dreamweaver	3
BA 173 Adobe Animate	3
Total Units: 9	

Digital Graphic Design for Business Certificate

Program code: sac.dadg.cert

Course	Units
BA 163 Adobe Acrobat	3
BA 166 Adobe Illustrator	3
BA 170 Adobe InDesign	3
ENTR 120 Introduction to Working as a Freelancer	1
ENTR 121 People Skills for the Freelancer Independent Contractor	1
ENTR 122 Opportunities in Freelance Industries and Trades	1
ENTR 123 Marketing to Attract Customers and Grow Your Freelance Business	1
ENTR 124 Survival Finance and Accounting for the Freelancer-Show Me the Money	1
ENTR 125 Launch Your Freelance Business	1
Total Units: 15	

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 4.5 units from the following elective courses:

BA 035 Computer Fundamentals	1.5
BA 115A Computer Keyboarding Speed and Accuracy Development I	1
BA 147 Introduction to Windows	1.5
BA 160 Microsoft Publisher	2
BA 173 Adobe Animate	3

Total Units: 19.5-21

Digital Publishing Degree

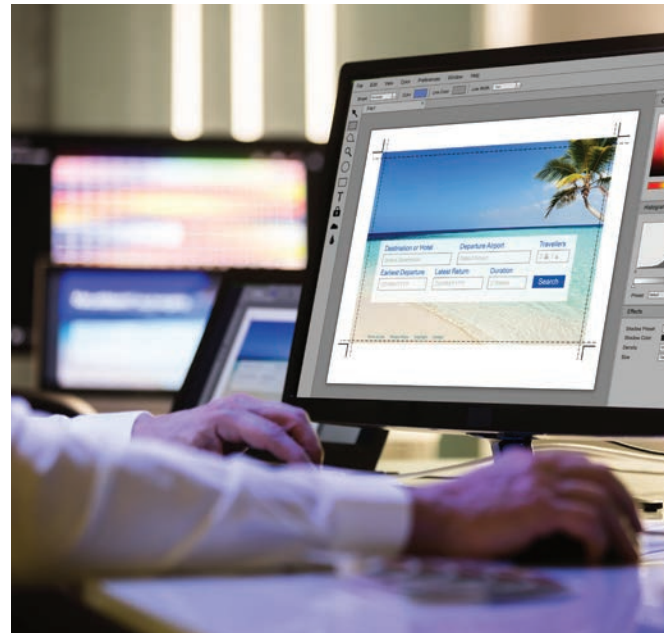
Program code: sac.badp.aa

Course	Units
BA 017 Business Writing Skills	3
BA 035 Computer Fundamentals	1.5
BA 115A Computer Keyboarding Speed and Accuracy Development I	1
BA 018 Office Procedures	3
BA 147 Introduction to Windows	1.5
BA 164 Adobe Photoshop	3
BA 166 Adobe Illustrator	3
BA 169 Adobe Dreamweaver	3
BA 170 Adobe InDesign	3
BA 179 Introduction to Microsoft Office	3
BUS 080 Business Mathematics	3

Select 4.5 units from the following elective courses:

BA 126 Microsoft Outlook	2
BA 160 Microsoft Publisher	2
BA 163 Adobe Acrobat	3
BA 173 Adobe Animate	3
BA 171 Adobe Premiers Pro* (substitute)	3
BA 172 Adobe After Effects* (substitute)	3

Total Units: 32.5



YOU CAN EARN

4	SAC Certificates
1	SAC Degree
6	Adobe Certified Associate Industry Certifications
4	Microsoft Office Specialist Industry Certifications

* Schedule an appointment with a Business Counselor or the BA Dept. for a course substitution form.