WELCOME
TO THE HOME OF
TECHNOLOGY IN BUSINESS

During the past decade, a quiet revolution has been taking place. That revolution involves the use of technology to make business more efficient and profitable. It will become increasingly difficult in the years to come to enter the world marketplace without an understanding of technological hardware and software. We at Platt College are dedicated to preparing graduates to confidently meet these challenges.

PLATT COLLEGE
Business Technology Division

PLATT –
Where the “E” stands for:
EXCITEMENT
ENTHUSIASM
EXCELLENCE
in all you do
HISTORY

Platt College traces its origin to the state of Missouri in the year 1879. The main campus for the Denver Extension is located in San Diego, California.

In 1980 the San Diego campus was founded, with the special emphasis in Drafting, Floral Design, Travel Tourism and Production Art.

In 1986 the Denver Extension was founded with the intent of emphasizing in addition to Floral Design and Production Art, the rapidly expanding technology of the business world.

In Denver, the Business Technology Division occupies 13,000 square feet of modern space in the heart of Denver's most rapidly growing office district. It is conveniently located on Parker Road with quick access from I 225 and from Havana Street. The facility was developed as a school of business technology and contains state-of-the-art technical and educational equipment.

Platt College, Business Technology Division
3100 S. Parker Road
Aurora, Colorado 80014
(303) 369-5151
1988-1989 Catalog
Volume I, Number 2
Effective June 1, 1988

NATTS
Accredited by the Accrediting Commission of the National Association of Trade and Technical Schools as a branch facility of Platt College, San Diego, California.

Platt College seeks to instill in students (individuals) a high degree of self-confidence and determination, respect for their own standards and beliefs and the ambition to pursue ever greater responsibilities and achievements.
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PHILOSOPHY

Platt College, Business Technology Division is not only dedicated to providing the basic skills needed to enter the world of work, but also the people skills and self confidence necessary for graduates to reach their full human potential.

Platt College, Business Technology Division is devoted to providing entry level employees to the world of business who have both the technological skills and the personal and people skills needed to succeed in that increasingly complicated world of work. We will provide students with skilled instructors, up-to-date facilities, the latest in technological hardware and software and a curriculum that is closely monitored by leaders in the world of business. Our success is measured by graduate accomplishments.

AFFILIATIONS

Approved and Regulated By:

The Colorado State Board for Community Colleges and Occupational Education.

All programs offered by the school meet the requirements of Federal or State laws regarding student financial assistance.

Member of: Colorado Private School Association

Aurora Chamber of Commerce
National Association of Trade and Technical Schools

CAREERS WITH A FUTURE

Diploma Programs:

Computer Secretary
Information/Word Processing Specialist
Data Entry
Receptionist
Access
Floral Design and Salesmanship
Information/Business Management
Computer Accounting
Design Graphics
Production Art

Discover The New You!
Business Technology Is The Career Of The Future:

The business technology programs are specially designed to help students prepare for an exciting, rewarding career in the field that is rapidly changing the way business does business. The training gives students the essential skills they need to perform effectively in the technology-rich offices of the 80s and beyond.

Students learn to operate the most widely used word processing and computer information systems while developing the personal and professional skills required for careers in business. Individual courses are devoted to the mastery of oral and written communications, typing, transcription, accounting, general office procedures and client service.

Emphasis on goal achievement and decision making is a vital component in developing the foundation that will help the graduate play an increasingly important role in the automated office. These practical traits enrich advancement opportunities in the business world.

Students are then equipped with skills needed to convert training into employment. That training includes resume writing, interviewing skills, and the search, leading to, getting and keeping the job.

Graduates have backgrounds versatile enough to qualify them for positions of responsibility and trust in such fields as banking, radio-television, retailing, the academic atmosphere of an educational institution, publishing, air transportation, manufacturing, mountain resorts and hospitality, the contact and satisfaction of medical and health services, government employment, aerospace, the cultural surroundings of the arts, entertainment, and the exciting competitive world of advertising or fashion.

Computer Secretary:

If you are dependable, organized, personable, trustworthy, like to be the focal point of communication and have a curiosity about computers, then a computer secretary career could be for you. Automated office equipment, although important, cannot substitute for the personal qualities essential to these positions.

According to your training and initiative, you may enjoy diversified duties and opportunities for growth. In addition to the personal and professional development courses, training in accounting, machine transcription, word processing, salesmanship, a command of computer software use, ability in decision making and administration provide a thorough preparation for most advanced secretarial positions and can serve as a springboard to executive status.

As you gain experience and mastery of your field, your salary and fringe benefits will undoubtedly increase. The computer secretary possesses marketable skills which are in demand.

COMPUTER SECRETARY

12 Months

VOCATIONAL OBJECTIVE

Upon successful completion of this program the graduate should possess the knowledge and skills necessary to function successfully at the job entry level as a management level secretary.

This program emphasizes computer and management skills. Additional emphasis is placed on proficiency with state-of-the-art word processing and management related computer software. People skills, personal development and communications skills enhance potential for rapid advancement.

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<th>Course Title</th>
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<tr>
<td></td>
<td>Computer Software (2)</td>
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</tr>
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</table>
**Information/Word Processing Specialist:**

Those who enter the word processing major are prepared for positions in the burgeoning field of information management as well as traditional secretarial positions. Word processing is a rapidly expanding technology encompassing many businesses and industries. Students learn to record information utilizing various types of automated equipment, then progress to provide administrative support, executive organizational duties, and assisting in research.

Word processing is an ideal career field for women reentering the employment market and college graduates who wish to break into management but who lack specific skills. It is equally suitable for those starting career training immediately after high school. Employer demand is particularly high for word processing personnel.

**INFORMATION/WORD PROCESSING SPECIALIST**

**6 Months**

**VOCATIONAL OBJECTIVE**

Upon successful completion of this program the graduate should possess the knowledge and skills necessary for an entry level office position emphasizing word processing.

Additional emphasis is placed on people skills, personal development, computer literacy and proficiency with high speed computer devices which utilize state-of-the-art information related software.

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<td>Legal/Medical Terminology</td>
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<tr>
<td><strong>TOTALS</strong></td>
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</table>

**Data Entry:**

Entering accurate and timely information into the computer system is an essential component of the decision making process in business today. Speed, good judgment, responsibility and the understanding of computer software, coupled with the foundation courses, develop proficiency and marketable skills.

The detail oriented individual who enjoys operating a keyboard-controlled device for computer processing can get a fast start in this field.

**DATA ENTRY**

**6 Months**

**VOCATIONAL OBJECTIVE**

Upon successful completion of this program the graduate should possess the knowledge and skills necessary to provide businesses with the computer data that support operations and decision making, and should be prepared for an entry level position as a data entry specialist.

The program emphasizes computer literacy, people skills, personal development and facility with current state-of-the-art business applications.

<table>
<thead>
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<th>Course Title</th>
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<td><strong>TOTALS</strong></td>
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</table>
Receptionist:
This position is vital to every business. Your outstanding personality and neat appearance are the clients first impression of your firm. You represent and perpetuate the company's image with the public.

Success is measured by performance rather than seniority. Solid professional training in customer service, telephone skills, typing, machine transcription and computers, in addition to the personal development curriculum are a real competitive advantage in a career field that is growing more rapidly than all clerical positions combined.

RECEPTIONIST

3 Months

VOCATIONAL OBJECTIVE

Upon successful completion of this program the graduate should possess the knowledge and skills for job entry as a receptionist.

The program emphasizes people skills, personal development, verbal communications skills and computer literacy.

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<td>TOTALS</td>
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Access:

The 12 week program is specially developed to help two and four year college graduates achieve and maintain a competitive advantage in the marketplace while advancing their business careers.

Often the graduates of liberal arts colleges find themselves in the position of knowing what they want to do, having the ability to think and understand people, and being frustrated because their access to the job market is blocked. They simply don't have the practical, high tech marketable skills employers need most.

Students will learn the latest business procedures, the related computer applications, and will become proficient in the use of modern sophisticated software. The hands-on method of instruction adds value to these skills.

Personal development, goal attainment and decision making courses create a solid foundation to enhance career achievement. Job skills equip the students with the abilities needed to convert training into employment. That training includes: resume writing, interviewing skills, and the search, leading to, getting and keeping the job.

The combination of practical skills, personal development and previous liberal arts education enables the graduate to confidently accept a position of responsibility in a business office.

ACCESS

3 Months

VOCATIONAL OBJECTIVE

Access is designed for graduates of two and four year colleges. With business technical skills and their college education, Access graduates are prepared for entry level positions in the fields they wish to enter.

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</table>
FLORAL DESIGN AND SALESMA NSHIP:

As population, income, and the desire to express one's sentiments with flowers grows, the demand for floral designers continues to increase. Retail shops, wholesale houses, department stores, supermarkets, and specialty shops need trained personnel. Many floral designers manage or own their own shops.

Floral Designers learn to use their artistic talents to design and create various floral arrangements such as corsages, wedding bouquets, and funeral arrangements including sprays and wreaths. They also create display arrangements for holidays and private and public special occasions. These arrangements require an understanding of the etiquette associated with the occasion. In addition, an understanding of the techniques associated with dried flowers and artificial decorative products is required. Designers also need an understanding of color harmony, the designing of terrariums and the care and feeding of green plants.

The skills you learn through hands-on training are your foundation. Add to these skills personal development training in goal attainment and decision making, and professional enhancement courses in customer service and salesmanship and you are on the way to becoming the complete individual.

Platt College also equips the student with abilities necessary to convert training into employment. Those abilities include resume writing, interviewing skills, and the search leading to, getting and keeping the job.

With your newly acquired knowledge and inner drive to achieve, you can become a person who has the security of enhanced self-confidence and career direction. Prestige and admiration of others, the ability to generate sufficient income to support your chosen lifestyle, the skills to meet artistic challenges and a creative working environment can be yours.

FLORAL DESIGN AND SALESMA NSHIP

3 Months

VOCATIONAL OBJECTIVE

Upon completion of the course the graduate should be able to prepare basic floral displays and will possess an understanding of sales techniques and be prepared for an entry level position within the floral industry.

Proper care of plants and flowers will be studied. Personal development and job skills will be emphasized.

<table>
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<th>Course Number</th>
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An Administrative Career In Business Technology

An ADMINISTRATIVE CAREER appeals to those who like to organize, plan, direct, and control the flow of resources that are required to run a business. As opportunities in our free enterprise system become more diverse and technically demanding, this rapidly growing field of information management is experiencing exponential growth.

Individuals who are proficient with modern sophisticated software, have effective people skills, are goal oriented and have the ability to make sound judgments, based on specialized training and practical experience, have a competitive advantage.

Employment is expected to grow faster than average through the mid 1990's due to the key role these people play in the management of all types of businesses.

The curriculum is designed to develop professional competence and awareness of business careers. Accounting is the language of business technology; marketing and salesmanship help to keep the economy going; customer service and communications provide the essential people skills; while hands-on data entry and computer software courses, coupled with goal attainment, decision making and management, maximize potential for achievement and advancement from entry level to the executive level.

Job skills equip the graduate with the skills needed to convert training into employment. That training includes resume writing, interviewing skills, and the search leading to, getting and keeping the job.

Whether your goal is administrator, sales manager, market research director, computer manager, purchasing agent, auditor, personnel director, treasurer, general manager, agency president or manager/owner of a firm, you can utilize your inner drive to excel in the industry of your choice. Business Technology needs you.
## COMPUTER ACCOUNTING:

9 Months

**VOCATIONAL OBJECTIVE**

Upon successful completion of this program the graduate should possess the knowledge and skills necessary to function at the job entry level in accounting.

The program emphasizes people skills, communication skills, computer literacy, personal development and facility with pertinent and state-of-the-art computer accounting related software.

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<thead>
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<td>PD101</td>
<td>Decision Making</td>
<td>12</td>
<td>1</td>
</tr>
<tr>
<td>BE101</td>
<td>Customer Service</td>
<td>48</td>
<td>4.5</td>
</tr>
<tr>
<td>PD103</td>
<td>Job Skills</td>
<td>24</td>
<td>2.5</td>
</tr>
<tr>
<td>S 101</td>
<td>Marketing</td>
<td>48</td>
<td>4.5</td>
</tr>
<tr>
<td>S 102</td>
<td>Salesmanship</td>
<td>48</td>
<td>3.75</td>
</tr>
<tr>
<td>AC201</td>
<td>Accounting III</td>
<td>48</td>
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</tr>
<tr>
<td>BE108</td>
<td>Legal/Medical Terminology</td>
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<td>3</td>
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<tr>
<td></td>
<td>Computer Software (3)</td>
<td>144</td>
<td>9.75</td>
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<tr>
<td><strong>TOTALS</strong></td>
<td></td>
<td><strong>780</strong></td>
<td><strong>59.75</strong></td>
</tr>
</tbody>
</table>

## INFORMATION/BUSINESS MANAGEMENT:

9 Months

**VOCATIONAL OBJECTIVE**

Upon successful completion of this program the graduate should possess the skills and knowledge necessary for an entry level position in small to medium sized businesses.

The program emphasizes people skills, communications skills, personal development, computer literacy, the use of management related computer functions, and basic business management.

There will exist the potential for rapid advancement.

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Clock Hours</th>
<th>Qtr. Hours of Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>CP100</td>
<td>Computer Literacy</td>
<td>48</td>
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<tr>
<td>AC100</td>
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<td>Goal Attainment</td>
<td>24</td>
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</tr>
<tr>
<td>MAT100</td>
<td>Business Math</td>
<td>48</td>
<td>3</td>
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<tr>
<td>CS100</td>
<td>Communications Skills I</td>
<td>48</td>
<td>3.5</td>
</tr>
<tr>
<td>S 101</td>
<td>Marketing</td>
<td>48</td>
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<tr>
<td>BE101</td>
<td>Customer Service</td>
<td>48</td>
<td>4.5</td>
</tr>
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<td>PD101</td>
<td>Decision Making</td>
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<tr>
<td>CS101</td>
<td>Communications Skills II</td>
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</tr>
<tr>
<td>AC200</td>
<td>Accounting II</td>
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<tr>
<td>AC201</td>
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<tr>
<td>CP101</td>
<td>Data Entry</td>
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<tr>
<td></td>
<td>Computer Software (2)</td>
<td>96</td>
<td>6.5</td>
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<tr>
<td><strong>TOTALS</strong></td>
<td></td>
<td><strong>780</strong></td>
<td><strong>61</strong></td>
</tr>
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</table>
**Production Art:**

Preparing camera-ready mechanical artwork for reproduction by the printer is the essence of production art. If you are creative, imaginative, like to draw or have an artistic flair, you possess the distinguishing qualities of a Production Artist.

Many career opportunities in the Graphic Arts industry are available in publishing, business graphics, corporate identification and design, signage, greeting cards, audio-visual presentations, cartoons, business forms and advertising. The job demand for trained production artists continues to increase as the need of our society for printed material grows.

The Production Art program has been designed with the cooperation of the graphic arts industry. Students learn the basic design principles and layout techniques used by professionals in designing logos, brochures, and display ads, in a step-by-step manner. You will learn how to think creatively and visualize graphically. We teach you how to refine a concept or idea from a thumbnail sketch, using rapid viz, to a rough layout, how to refine it further to a comprehensive layout, and finally, using production art skills and techniques, prepare the camera-ready mechanical artwork needed for printing.

You'll become proficient with the tools-of-the-trade, typography, the process of preparing mechanicals through a hands-on series of paste-up projects; precision layout measuring, keyline and overlays, in simulated working conditions, as you design and prepare actual mechanical artboards using reverses, screens, halftones and bleeds as design tools.

You will learn darkroom procedures; how to use a graphic arts camera to produce PMTs, line art, halftones, how to use the proportion wheel for enlargement and reduction percentages.

You'll get an overview of the printing industry; how the artist prepares art boards for 1 to 4 color printing and how to effectively communicate with printers.

Individual art work and portfolio presentation skills, techniques and strategies are essential for the successful production artist. You'll learn to effectively present yourself and your artwork to prospective clients and employers through role playing, communication and dress-for-success exercises. Our instructors will teach you about the business of art such as work orders, scheduling, costing, billing and artist-client relationships.

There are many avenues to pursue as a production artist in the graphic arts field such as advertising agencies, art studios, printing companies, newspapers, magazines, and computer graphics companies. Armed with a professional portfolio, a comprehensive resume, interviewing techniques, placement assistance and a positive attitude, your successful career can begin as professional production artist.

**PRODUCTION ART**

**3 Months**

**VOCATIONAL OBJECTIVE**

Upon successful completion of the program the graduate should possess the skills and knowledge necessary for an entry level position in production art.

The program emphasizes people skills, personal development, and the production of camera-ready art.

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Clock Hours</th>
<th>Qtr Hours of Credit</th>
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</thead>
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<tr>
<td>PA100</td>
<td>Production Art</td>
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<td>PD100</td>
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<td>PD101</td>
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<tr>
<td>PD103</td>
<td>Job Skills</td>
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<tr>
<td>TOTALS</td>
<td></td>
<td>328</td>
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## Computer Software Courses

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Clock Hours</th>
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<tbody>
<tr>
<td>CS102</td>
<td>Computer Graphics</td>
<td>48</td>
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</tr>
<tr>
<td>CS103</td>
<td>dBase III Plus</td>
<td>48</td>
<td>3</td>
</tr>
<tr>
<td>CS104</td>
<td>Symphony</td>
<td>48</td>
<td>2.5</td>
</tr>
<tr>
<td>CS105</td>
<td>Display Write 3</td>
<td>48</td>
<td>3</td>
</tr>
<tr>
<td>CS106</td>
<td>Multiplan</td>
<td>48</td>
<td>3</td>
</tr>
<tr>
<td>CS107</td>
<td>VisiCalc</td>
<td>48</td>
<td>3</td>
</tr>
<tr>
<td>CS108</td>
<td>Lotus 1-2-3</td>
<td>48</td>
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</tr>
<tr>
<td>CS109</td>
<td>Wordstar</td>
<td>48</td>
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<tr>
<td>CS110</td>
<td>WordPerfect</td>
<td>48</td>
<td>3</td>
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<tr>
<td>CS111</td>
<td>Microsoft Word</td>
<td>48</td>
<td>3</td>
</tr>
<tr>
<td>CS112</td>
<td>DeskTop Publishing</td>
<td>48</td>
<td>2.5</td>
</tr>
</tbody>
</table>

Additional courses will be provided as the needs of business continue to expand.

The trend in computers is towards the selection of software with microcomputer and business applications. Use of more efficient software leads to more conclusive information management capabilities.

## COURSE DESCRIPTIONS

### AC 100 ACCOUNTING I
4 CREDITS

Upon completion of the course, the student will have an understanding of the basic principles of accounting, including the accounting cycle, basic financing, statement of cash flows, drawing, invoices, purchase orders, vouchers, application letters, data sheets, help wanted ads, and tables with special features. In addition, the student will receive training in basic computer applications.

### AC 200 ACCOUNTING II (Financial Accounting)
5 CREDITS

Upon completion of the course, the student will have an understanding of the basic principles of financial accounting. The course includes the accrual basis of accounting, financial reporting, notes payable, notes receivable, drafts, valuations, inventory, taxes, accruals and deferrals.

### AC 201 ACCOUNTING III (Managerial Accounting)
4.5 CREDITS

Upon completion of the course the student will have an understanding of the principles of Responsibility Accounting. The course includes departmental accounting, completing the accounting cycle, branch office accounting, records, statements, home office accounting and cost accounting.

### BE 101 CUSTOMER SERVICE
4.5 CREDITS

The course is designed to give an overview of customer-client relationships. Students completing the course will have an understanding of customer service from both the consumer’s and the employer’s perspectives.

### BE 102 TYPING I
2.75 CREDITS

At completion of this course the student will be able to demonstrate the use of standard typewriter parts, type the letter, number and figure keys by touch and be able to type a five-minute timed test with accuracy and speed for entry-level positions. The student will also be able to center data and tabulate, format and type business correspondence, memorandums, envelopes, tables, reports, business forms, and statistical reports. In addition, the course teaches an understanding of basic information theory and gives practice in good proofreading and editing skills.

### BE 103 TYPING II
2.75 CREDITS

At the completion of this course, the student will be able to format and type business letters with special features including attention lines, subject line, enclosures, and carbon notations. The student will also be able to type from rough draft copy, format and type administrative communications, and typing skills.
BE 104 TYPING III
2.5 CREDITS
As well as improving speed and accuracy on timed tests for the highest level of employment, the student, by the end of this course, will have had practice in decision making and setting up problems as well as formatting and typing accounting statements, auditor's statements, balance sheets, schedules of accounts receivable and payable. This course also gives practice in composing letters for executives, typing from rough drafts, arranging agendas and special reports, formatting and typing tables, technical reports, manuscripts with footnotes, topbound and left bound manuscripts, legal documents, medical forms and government letters and forms. Proofreading accurately will be stressed and tested for, as well as opportunities to perform as if in actual job situations.

BE 105 MACHINE TRANSCRIPTION
3 CREDITS
This course enables students to learn basic procedures for machine transcription, utilizing most types of dictation and transcription equipment. Students will transcribe information from tapes and other recording media. Emphasis is placed on formatting, proofing and grammar skills.

BE 106 SHORTHAND I
3 CREDITS
Students completing this course will have studied the Alpha System of shorthand, which uses various symbols and an advanced alphabetical system. Students will reach transcription rates of at least 60 words per minute.

BE 107 SHORTHAND II
3 CREDITS
This course is a continuation of the Alpha System presented in Shorthand I. The course includes practice for speed and accuracy and is presented under office conditions. Students completing the course should achieve proficiency with rates from 80 to 120 words per minute.

BE 108 TERMINOLOGY — LEGAL AND MEDICAL
3 CREDITS
Students completing the course will have studied commonly used terminology and have used these terms while increasing dictation speed and accuracy under actual office conditions.

CS 100 COMMUNICATIONS SKILLS I
3.5 CREDITS
This course provides an overview of effective and concise written communication both within and without the business organization. Upon completion the student will have studied the theory of written communications and have received practice in planning communication and the writing of inquiry letters, responses to inquiries, claims, sales letters, credit and collection communications, sports, memos and letters.

CS 101 COMMUNICATIONS SKILLS II
3 CREDITS
Upon completion of the course the student will have an understanding of oral communication theory and will have received practice in several types of business communications. They include presentations for meetings, conferences and interviews. Visual aids will be employed.

CP 100 COMPUTER LITERACY
3.5 CREDITS
This hands-on course is designed to give students the knowledge and practice needed to feel comfortable with computer technology. Keyboarding, problem solving operations and writing simple programs are studied using problem solving strategies.

CP 101 DATA ENTRY
3 CREDITS
Upon successful completion of this course the student will have an understanding of basic data entry procedures. Students will practice keyboard dexterity and accuracy through the keying of characters and numerals as well as the preparation and handling of source documents.

FL 100 THE ARRANGING OF FLOWERS AND THE CARE OF PLANTS
10.5 CREDITS
Upon completion of this course the student should be able to prepare basic floral displays for homes, churches, hospitals, weddings, holidays and memorial services. The etiquette connected with proper presentation will be studied.

MAT 101 BUSINESS MATH
3 CREDITS
This course is designed to familiarize the student with mathematical principles as they relate to the world of business. Students will use business machines to solve problems dealing with such areas as wages, prices, interest rates, ratios, accounts and bank records.

MG 101 BUSINESS MANAGEMENT
4.5 CREDITS
Upon completion of the course, students will have an understanding of management concepts, ethical and social responsibility, decision making styles, delegation techniques, leadership and control functions. Practical applications of management theories will be provided through use of actual case studies.

OS 101 OPTOMETRIC STUDIES
7.5 CREDITS
Students completing this course will have studied the anatomy of the eye, and the theory and applications of contact lenses, including fitting, pre-conditioning, and care as well as measuring, fitting and repairing of eye glass frames. Students will have received practice in the use of standard office technical equipment.
PA 100 PRODUCTION ART
17 CREDITS

Orientation (1 Credit)
An introduction to Platt College, regulations, policies, and staff as well as the scope of the production art program and the field of production art.

Production Art Terminology (1 Credit)
The special vocabulary of art in general and of production art, advertising and graphic media in particular.

Technical Pens and Inking Techniques (3.25 Credits)
A description of the overall care of the technical pens of the artist; a series of exercises to develop familiarity with, and skill in the use of inking tools. Collage and small space advertisements requiring cutting and pasting, inking, layout, and precise measurements in simulated work conditions.

Introduction to Typography (1.25 Credits)
Brief survey of the history of Typography. How to design with type or put across a message. Exercises geared toward ability to render and select appropriate type faces. Classifications of type and their purposes, the familiarities of type, the principles and procedures of "type specing".

Type Specification and Copy Fitting (1.5 Credits)
Practice in type selections and specification. Selections of typeset for headlines. Methods of "type specing" and copy fitting through exercises. Projects allow students to gain working ability to copy, fit, select, and render headlines and work within specific restrictions of layout. IBM computer literacy (i.e., Desk Top Publishing).

Stat Camera Procedures (.30 Credits)

Business Practices (.30 Credits)
A survey of in-house management for production art, work orders, scheduling, costing, and other facets of production art management. The business of art and the place of the production artist. Costs, client/agency relationship, art supervisor/art director relationship, billing work orders, and vendor/production artist relationship.

The Printing Process (.65 Credits)
Brief survey of the different types of printing (i.e., offset, letterpress, lithography, web press). Introduction to 1-color-4-color printing. Color separations, additional and special printing techniques.

Production Art — Preparing for the Printer (5 Credits)
Experience in paste-up, overlays, and mark-up for printing. Camera-ready mechanicals are prepared according to the art director's instructions. Experience in camera-ready art for 1-color art to more complex 4-color overlays includes printer specs, position stats, rubylith overlays, etc.

Portfolio Preparation (1.75 Credits)
Selection and preparation of completed assignments for presentation during job interviews. Portfolios, art boards, and covr paper are chosen and eight to ten pieces prepared for highest effect.

Professional Practices Survey (1 Credit)
A review of career opportunities for the production artist; the several settings, advertising agency, in-house art departments, freelancing, and the specialties, production art, graphic design, illustration, art direction. The "how to's" of getting started as a freelancer, business practice pricing and servicing. The agency context and structure and the responsibilities of the production artist, graphic designer, illustrator, and art director.

PD 100 GOAL ATTAINMENT
1.5 CREDITS

This course is designed to enable the student to develop and utilize effective techniques and strategies in goal definition, goal identification, barrier identification, goal ambivalence and conflict identification, goal specification techniques, barrier analysis and reprogramming strategies.

It is an in-depth participatory workshop which will enable the students to define, develop, and put into practice specific behaviors to achieve effective goal-setting and goal-reaching.

PD 101 DECISION MAKING
1 CREDIT

People who decide effectively direct their lives effectively. This course is designed to acquaint students with the basic elements in the decision-making process, to allow students to experience the individual awareness which affects decision-making; i.e., self-image and self-concept, personal values, belief systems, and to develop confidence and effectiveness in making decisions.

This course will offer exploration and resolution techniques concerning setting priorities, understanding values and values conflicts, developing skills in information collection and evaluation, risk-taking behavior, assertiveness as a strategy, and devising effective implementation procedures.
PD 102 TELEPHONE SKILLS
.75 CREDITS
Students completing this course will have a knowledge of telephone courtesy, recording of messages, and how to field problem calls.

PD 103 JOB SKILLS
2.5 CREDITS
This course will enable students to develop a resume, to gain experience in researching companies, to focus on a "target" employer, to gain practice in utilizing all the correspondence connected with a job search, and will offer interviewing techniques and experience. It also includes information related to the attitudes and skills necessary to insure a successful start on a new job.

S 101 MARKETING
4.5 CREDITS
This course provides an overview of the marketing process. In addition, students who complete the course will have an understanding of the marketing decision process, identifying consumer needs, strategy, promotion, advertising, public relations and contemporary issues.

S 102 SALESMSHP
3.75 CREDITS
Upon completion of the course the student will have an understanding of consumer motivation, prospecting, sales presentations, answering objections, closing technique, building customer relationships and legal, ethical and social responsibilities as applied to selling.

WP 101 WORD PROCESSING I
3 CREDITS
Those who complete the course will have an understanding of the utilization of word processing equipment and the application of the equipment to business, including functions such as editing, formatting, proofreading, inserting, deleting, and printing documents.

WP 102 WORD PROCESSING II
3 CREDITS
Students completing the course will have become familiar with the more advanced word processing techniques. Through practical applications, students will have studied list/merge, building blocks, repagination, search, replace, records management and math applications.

SOFTWARE COURSES

CS 102 COMPUTER GRAPHICS
3 CREDITS
Those who complete the course will have received instruction in and also will have generated graphics for business, education and entertainment.

CS 103 dBASE III PLUS
3 CREDITS
Using the personal computer, the student will develop familiarity with this database management program. The course includes entering and updating data, making files and generating reports.

CS 104 SYMPHONY
2.5 CREDITS
Students who complete the course will be familiar with and have had practice with the financial analysis capabilities of Symphony.
CS 105 DISPLAYWRITE 3
3 CREDITS
Displaywrite is an office systems software designed to increase productivity. It is an advanced word processing system used to prepare multi-page documents, technical reports, correspondence or statistical tables. Students completing the course will have studied Displaywrite 3 and practiced its application.

CS 106 MULTIPLAN
3 CREDITS
Upon completion of the course, the student will be familiar with and have practiced in simplifying complex budget requirements through the use of Multiplan software.

CS 107 VISICALC
3 CREDITS
The student will become familiar with the common business applications pre-formatted into templates for solving problems using the VisiCalc spreadsheet program.

CS 108 LOTUS 1-2-3
3.25 CREDITS
Students completing the course will be familiar with and have had practice in problem solving, spreadsheet, and database design using Lotus 1-2-3 software. Case studies, survey types, and exercise problems give practice in application.

CS 109 WORDSTAR
3.25 CREDITS
Wordstar is in wide usage in today's business world. Wordstar is an IBM developed word processing system. Students completing the course will be familiar with the package and have received extensive practice in its application.

CS 110 WORDPERFECT
3 CREDITS
WordPerfect is one of the newest and most user friendly word processing packages. Students completing the course will have received instruction in its use and will have applied its functions to business correspondence, contracts, forms and reports. Advanced students will explore its additional capabilities, such as integration with Lotus 1-2-3, sorting and macro applications.

CS 111 MICROSOFT WORD
3 CREDITS
Microsoft Word is an advanced word processing package. Students completing the course will have received instructions in its use and will have applied its functions to business correspondence, contracts, forms and reports.

CS 112 DESKTOP PUBLISHING
2.5 CREDITS
Upon successful completion of the course, the student should be able to produce computer generated, printed communication products using text and graphics.

FACILITIES

The impact that rapid advances in technology are having in business today demand that students be trained to understand the purpose, value and function of the new automated equipment.

The specially designed Computer Laboratory contains personal computers selected from IBM, AT&T, and Tandy equipment. All have double disk drive and enhanced memory. The printers include letter quality, dot matrix and wide carriage devices selected from IBM, Epson and Silver Reed.

The Typing Lab contains Royal self-correcting memory typewriters.

The Floral Design Laboratory contains a floral cooler and design equipment.

The Production Art darkroom includes a photostatic camera, art-o-graph, and developing equipment.

Most classrooms are equipped with up-to-date media equipment which may include video recording and presentation equipment. Overhead projectors are also provided.

A variety of furnishing styles are used to create an atmosphere conducive to learning.

A student lounge is provided for use as a study center and a place for that quick snack between classes.

The facility, located on the second floor, has elevator service and is fully accessible to the handicapped.

Ample complimentary parking is provided.
Withdrawing

Failure to withdraw properly may result in the assignment of failing grades which become part of a student's permanent record. If progress is satisfactory at the time of withdrawal, a WP (withdrawal while passing) will be assigned. If progress is unsatisfactory at the time of withdrawal, the student will receive a WF (withdrawal while failing).

Academic Standards

Grade reports will be filed twice each quarter with the student records department. Failure to maintain a 2.0 cumulative grade point average may result in probation or suspension. Probationary students have one full quarter in which to raise their grade point average to 2.0. Failure to achieve a 2.0 grade point average at that time may affect a student's financial aid package.

Grade Point System
One credit of A equals 4 grade points.
One credit of B equals 3 grade points.
One credit of C equals 2 grade points.
One credit of D equals 1 grade point.

Ten hours of classroom instruction equals one credit; Twenty hours of scheduled laboratory work equals one credit. A clock hour is equal to fifty minutes.

If a required course is failed, it must be taken again. If a student is required to take a course that is a prerequisite to other courses, that course must be taken before the advancement to subsequent courses. A course may not be repeated more than once.

The student has two weeks into the next quarter in which he or she is enrolled to remove an incomplete. Failure to do so results in a change from incomplete to failing. A student may drop a course prior to completing 25% of the hours in that course without grade penalties. After the 25% limit has been reached, the instructor of the course is required to indicate withdrawal while passing or withdrawal while failing.

Evening Class

The length of the evening programs is as follows:

- Information/Word Processing Specialist: 10½ Months
- Computer Secretary: 15 Months
- Computer Accounting: 12 Months
- Floral Design/Salesmanship: 6 Months
- Information/Business Management: 12 Months
- Access: 6 Months
- Data Entry: 10½ Months
- Receptionist: 6 Months
- Production Art: 6 Months
Student Conduct and Discipline

Students are expected to conduct themselves in a manner conducive to learning and to the learning of others. The school is operated in a business complex and under no circumstances will the school tolerate any behavior which interferes with or detracts from the business-like atmosphere of the school or its neighbors.

The following statements define those behaviors which are not in harmony with the educational goals of the school:

1. Academic dishonesty, such as cheating, plagiarism, or knowingly furnishing false information to the school;
2. Forging, altering, misuse, or mutilation of school documents, records, identifications, education materials, school property;
3. Obstruction or disruption of teaching, administration, disciplinary procedures; other school activities including its public service functions, or of any other authorized activities on premises;
4. Physical abuse of any person which is related to school affairs or conduct which threatens or endangers the health or safety of any such person;
5. Theft of, or damage to, property of the school, or using or attempting to use school property in a manner inconsistent with its designed purpose;
6. Intentional and unauthorized interference with a right of access to school facilities or freedom of movement or speech of any person on the premises;
7. Use or possession of firearms, ammunition or other dangerous weapons, substances or materials (except as expressly authorized by the school), or bombs, explosives, or explosive or incendiary devices prohibited by law;
8. Disorderly conduct or lewd, indecent, obscene conduct or expression;
9. Violation of a federal, state, or local ordinance including but not limited to those covering alcoholic beverages, narcotics, dangerous drugs, gambling, sex offenses, or arson, which violation occurs on school property;
10. Failure to comply with the verbal or written directions of any school official acting in the performance of his/her duty and in the scope of his/her employment or resisting a security officer while acting in the performance of his/her duties;
11. Aiding, abetting, or inciting others in committing or inciting others to commit any act of misconduct set forth in 1 through 10 above;
12. Conviction of a crime which is of a serious nature. (Upon the filing of charges in civil court involving an offense which is of a serious nature, and it is administratively determined that the continued presence of the student would constitute a threat or danger to the school community, such student may be temporarily suspended pending disposition of the charges in civil court.)

Violation of any of the above may subject the student to any of the following:

a) Reprimand
b) Specific restrictions may be imposed
c) Disciplinary probation; further infractions will result in suspension if they occur within the specified probation period.
d) Temporary suspension
e) Permanent suspension

Conditions for Readmission After Suspension

After being suspended, a student may be readmitted only after a written request approved by the school Director. Readmission will be on a probationary basis only. Any further infraction of the policies and rules will necessitate permanent suspension.

Examination of Student Records

1. Under the authority of the Family Educational Rights and Privacy Act of 1974, students have the right to examine certain files, academic records including grades, attendance, and counseling records, or documents maintained by the school which pertain to them (parental financial information excepted).
2. Records are supervised by the Director. Students may request a review of the records by writing the Director or his representative. Such review will be allowed during regular school hours under appropriate supervision. A copy of the record may be obtained for a $1.00 fee per page. When grades are included, the transcript fee applies.
3. Students may request that the school amend their educational records on the grounds that they are inaccurate, misleading, or in violation of their rights of privacy.
4. Challenging the record for purpose of correcting or deleting any of the content must be done in writing with the reason fully stated. However, grades and course evaluations can only be challenged on the grounds that they are improperly recorded. Challenging must be made no later than 90 days after the last date of attendance.
   a. The Department Chairperson involved in the challenge and meet with the student. A decision will then be made to retain, change, or delete the disputed data.
   b. Should further review be requested, a grievance hearing will be held at which time the student is afforded a full and fair opportunity to present the evidence relevant to the disputed issues. A student committee will then make the final decision.
   c. A copy of the challenge and/or written explanation of the contents will then be added as part of the student's permanent record.
5. “Directory Information” showing name, address, telephone number, date and place of birth, program undertaken, dates of attendance and certificate awarded may be provided to third parties by the school unless the request to omit such information is presented in writing within ten days of enrollment.
6. Exemptions: The following items are exempt from the Privacy Act:
   a. Parents’ Confidential Statement and other financial need data.
   b. Records about students made by teachers or administrators which are maintained by and accessible only to the teachers or administrators.
   c. School security records.
   d. Employment records for school employees who are not also current students.
   e. Records compiled or maintained by physicians, psychiatrists, psychologists, or other recognized professionals acting or assisting in such capacities for treatment purposes, and which are available only to persons providing the treatment.
Revisions

Every effort is made to provide excellence in training. In order to be current with technology and business needs, Platt College maintains the right to revise at any time and without prior notice the programs of study, courses, hours, academic calendar, policy, faculty, regulations, tuition and fees as circumstances may require. In no case will the tuition and fees be greater than the contract amount.
Non-Discrimination Policy

Platt College, Business Technology Division does not discriminate on the basis of race, color, religion, national origin, sex, age or handicap. Platt College complies with the Civil Rights Act of 1964, related executive orders 11246 and 11375, Title IX of the Education Amendments Act of 1972, Sections 503 and 504 of the Rehabilitation Act of 1973, Section 402 of the Vietnam Era Veteran's Readjustment Assistance Act of 1974, and all civil rights laws of the State of Colorado. Accordingly, equal opportunity for employment and admission shall be extended to all persons, and the institution shall promote equal opportunity and treatment through a positive and continuing Affirmative Action Program.

Student Identification

At the time of registration, an ID card will be issued. This identification may be used for student discounts, access to areas within the College, and for check-out of specialized supplies and equipment. The student identification card must be surrendered upon either withdrawal or graduation.

Student Progress Report

Students are entitled to a regular accounting as to their academic status. Grades are posted after exams according to student identification number. Students who are placed on warning or probation status are informed at the time the action is taken and appropriate guidance is a part of that process. Students may review their academic progress by requesting a transcript.

Student progress is evaluated through daily assignments, hands-on assessments, quizzes and written examinations. Progress is measured by use of a grade-point system.

<table>
<thead>
<tr>
<th>Rating System</th>
<th>Range</th>
<th>Credits</th>
<th>Grade Point</th>
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<tr>
<td>Excellent</td>
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<td>4.0</td>
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<tr>
<td>Superior</td>
<td>87-93</td>
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<td>3.0</td>
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<tr>
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<tr>
<td>Passing</td>
<td>70-74</td>
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<td>1.0</td>
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<tr>
<td>Failing</td>
<td>69 or less</td>
<td>0</td>
<td>0.0</td>
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</table>

1 Incomplete
WP Withdrawal while passing
WF Withdrawal while failing S Satisfactory
U Unsatisfactory

STUDENT SERVICES

Counseling

Platt College, Business Technology Division views each staff member as a counselor. The department supervisors and instructors are available to assist students with academic and personal problems. Additionally, each student is assigned an advisor who assists in the orientation and adjustment to the new environment.

Housing

Platt College, Business Technology Division maintains a list of housing facilities within commuting distance of the school. This list is available upon request and contains all pertinent information about each unit such as location, rates, lease requirements, security deposits, furniture rentals, distance from the school, etc. Platt College, Business Technology Division does not recommend or supervise housing units but offers assistance as a convenience to its students.

Student Activities

A variety of student defined organizations and activities are available to meet the interests of Platt College students. These activities will include professional student organizations which offer the opportunity to promote educational and professional development while attending Platt College, Business Technology Division.

Placement

Platt College, Business Technology Division's graduate employment assistance success will be greatly influenced by your attendance, overall attitude, and academic records.

The graduate employment assistance services will include but not be limited to:
1. An employment orientation at least six weeks prior to graduation. This orientation will provide the essential information related to interviews and appointments for potential job opportunities.
2. Assistance in the preparation of employment applications and resumes.
3. Assistance in the preparation of letters and letters of recommendation.
4. Invitations to industry to interview, present employment programs, tests, and complete application for employment.
5. Contacting prospective employers to establish current employment opportunities.
Graduate Services

The school's commitment to students does not end with graduation and placement assistance.

Graduates are welcome to return at any time for positive reinforcement in people skills and personal development. In addition, graduates may retake courses in total or in part on a space available basis at no additional cost.

Transfer of Credit

All schools have their own acceptance criteria. If a student is seeking to transfer to another school, contact should be made with the registrar of that school. When transferring to Platt College, Business Technology Division, see the Advanced Standing section of the catalog. Consult the Director with any questions.

Transcripts

A complete set of records, including a transcript of grades, is kept in each student's permanent file. Every student is provided one transcript copy upon graduation. Additional copies may be obtained from the administrative office. See the special fees section.

Parking

Adequate complimentary parking is provided on the building premises.

ADMISSIONS

Admissions Requirements

The minimum requirement for admission into any program is that you are a high school graduate and that you pass an entrance evaluation. Acceptance is based upon the evaluation of the high school record and entrance evaluation results. The General Education Development Test or an accredited home study course will substitute for a high school diploma.

Students enrolling after the normal start date indicated in the academic calendar be evaluated on an individual basis to determine the possibility of making up work that has been missed. Under no circumstances will a student be allowed to enter class more than one week after the scheduled start date.

Special Admission

Individuals who are 18 years of age or older and are not high school graduates, have the abilities and qualifications to indicate success and the ability to benefit from training may be admitted. These students will receive a certificate of completion rather than a diploma upon completion of the program. Students will be encouraged to complete the G.E.D. prior to graduation.

Conditional Admission

If upon evaluation of the school record and entrance examination results, it is determined that there is a limited potential for success, the student may be admitted on a conditional basis. If the student is admitted in this manner, academic progress will be reviewed upon completion of 25% of the first term and a decision will be made as to continuance or withdrawal.

Advance Standing

Platt College, Business Technology Division, accepts credits and transfers from accredited colleges and universities. Credits are accepted on the basis of similar courses offered in the chosen program. Platt College, Business Technology Division, accepts college level examinations (CLEP) as a basis for advance standing. Credit may also be given for related work experience. Bypass examinations will be given to those students that feel they have a sufficient level of knowledge to challenge courses (see special fees section).
The minimum passing score is 85% correct per test in bypass situations. The courses must be challenged in the order of prerequisites.

In order to have credits from another institution accepted by Platt College, an official transcript should be sent from the Registrar of the previously attended institution to Platt College.

**Enrollment Procedures**

If you are interested in programs offered at Platt College, request information by writing, telephoning, or visiting the school.

Platt College has a two-part interview system. You will be initially interviewed with your family by an admissions representative. The admissions representative strives to determine your qualifications for acceptance in terms of education, good character, determination, motivation and attitude. This is accomplished with the help of the Self-Evaluation Appraisal and the Interest Evaluation. If the representative is confident that you have the desire and motivation, he completes an Application for Enrollment and receives a registration fee. The admissions representative then schedules you for the second interview and testing which is conducted by the Admissions Department. These are conducted at Platt College where you and your family are escorted on a tour of the school. The training program, facilities, career opportunities, and placement assistance are explained in detail.

You will be informed at this interview as to whether you are accepted, accepted with condition, or not accepted. If you are not accepted, the registration fee will be refundable.

Special arrangements can be made for testing and second interviewing, if necessary, due to your geographical location.

**FINANCIAL INFORMATION**

**Tuition and Fees**

For current tuition and fee charges, please refer to the Addendum. Pens, pencils and other general supplies are the responsibility of the student.

**Books**

Textbooks are purchased at the start of each new class session from the college bookstore.

Lab fees cover the cost of equipment provided to the student.

Supplies fee covers the cost of (major) materials provided to the student.

Sales tax is charged on all programs for major supplies and tools.

**Financial Aid**

Platt College has loan and grant opportunities available if financial assistance is needed to meet educational costs. If you seriously wish to continue your education, you should be able to do so and Platt College will assist you in every way possible. To secure information about financial assistance available, an appointment will be made with one of our financial assistance personnel.

**Other Financing**

Arrangements for special financing may be made in cases of extreme necessity. Such financing will be determined on an individual basis by the administration.

All students applying for financial aid will be charged a non-refundable fee to process their financial aid application. See special fees section.

For any student with a student loan having a refund due, refunds will be made to the lender with any overage refunded to the student.

**Refund Policy**

Platt College is entirely self-supporting. The registration of a student results in the assignment of a class place, the employment of instructors, equipment availability and other provisions for management that must be contracted for in advance. For these reasons, there will be no refunds of tuition except as outlined below.
Refund Schedule

The following refund policy is applicable to all programs:

A. All monies paid by the applicant will be refunded within thirty (30) days if requested in writing within three (3) business days after acceptance by the school. A full refund will also be given if the applicant is not accepted by the school or in the event the school discontinues a course/program during a period of time within which an applicant could have reasonably completed it. Except that this provision will not apply if school ceases operation.

B. An applicant requesting cancellation in writing after the 3-day period but prior to the scheduled start date shall receive a refund of all tuition paid above the registration fee of $75.

C. If a student requests cancellation, or is expelled (in which event the date of termination shall be the date of expulsion) after entering school and starting training, the student shall be entitled to tuition refund in accordance with the following schedule:

1. A student terminating training within the first week or first 10% of the course/program (whichever is more favorable to the student), the student shall be entitled to a refund of 90% of the tuition cost less the $75 registration fee. In no event will the school be entitled to more than $350.

2. For a student terminating training after 10% of any portion up to and including 25% of the course program, the student shall be entitled to a refund of 75% of the tuition cost, less the $75 registration fee.

3. For a student terminating training after 25% or any portion up to and including 50% of the course program, the student shall be entitled to a refund of 50% of the tuition cost, less the $75 registration fee.

4. For a student terminating training after 50% or any portion up to and including 75% of the course program, the student shall be entitled to a refund of 25% of the tuition cost, less the $75 registration fee.

5. Any student terminating after 75% of the course program will not receive a refund.

6. For programs longer than one (1) academic year in length, 100% of the stated course price attributable to the period beyond the first year will be refunded when the student withdraws during the prior period.

7. The above percentage figures do not include the cost of books, tools, supplies, or fees. Cost of books, tools and supplies is non-refundable upon receipt. Upon entering into the laboratory phase, fees are non-refundable.

8. Students are required to notify the student record office of their last date of attendance. Percentage of the program completed is based on the number of clock hours completed, stated as a percentage of the total hours indicated for the program (as listed in the school catalog). Refunds recalculated from the first date of entrance to the last day of actual attendance which is considered as the date of withdrawal or termination. A refund will be made within 30 days after notice of termination or graduation. If the student is less than 18 years of age, such notice may be given only by the purchaser.

9. This cancellation and refund policy applies to residents of the state in which the school is located. Non-residents will be refunded according to the law of the state from which they enrolled.

Special Fees

Fees are charged for special services as follows:

Repeat of Course Fee:
This fee will be assessed for repeating any training for any reason. When a student repeats a course, one-half of the tuition for that course will be charged.

Readmission Fee:
A fee of $25.00 will be assessed when a student re-enters training following a suspension or a constructive cancellation.

Advance Standing Fee:
A $10.00 fee will be assessed for examination to determine advance standing. Such examinations may only be taken upon approval of the school Director or his representative.

Transcript Fee:
The first official transcript is issued upon graduation free of charge. Additional copies of the transcript are $5.00 each. A signed release is required.

Replacement of Diploma Fee:
Students will be charged $10.00 to replace a diploma.

Change of Program Fee:
Students will be charged a fee of $25.00 to change programs after the start date.

Miscellaneous Fees:
Students will be charged for repair or replacement of any equipment lost or damaged through negligence or willful mischief. This includes damage to any part of the building or its immediate surroundings.
## GENERAL INFORMATION

### Legal Description
The school is a wholly-owned entity of Platt College, Incorporated and is incorporated under the laws of the State of California. Platt College, Business Technology Division assumes full responsibility for the educational agreements between the school and the student.

### Main Campus
Platt College  
6250 El Cajon Boulevard  
San Diego, California 92115

### Branch Campuses:
- **Platt College**  
  3100 South Parker Road #200  
  Aurora, Colorado 80014  
  (303) 369-5151

- **Platt College**  
  4127 East South Street  
  Lakewood, California 90712

- **Platt College**  
  7470 North Figueroa Street  
  Los Angeles, California 90041

- **Platt College**  
  2910 East G Street #120  
  Ontario, California 91764

### Corporate Officers
- Marshall D. Payn, President
- Roger G. Oviatt, Vice President
- Jerald B. Sirbu, Vice President
- Jean Payn, Secretary-Treasurer

### Administrative Staff
- Roger G. Oviatt, Director
- Jerald B. Sirbu, Director of Marketing

## ACADEMIC CALENDAR

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<td>1/14/91</td>
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The Following Holidays Will Be Observed

New Year's Day
Martin Luther King Day
President's Day
Memorial Day
Independence Day
Labor Day
Veteran's Day
Thanksgiving Day
Friday after Thanksgiving
Christmas Day

OUR MISSION:
HELPING YOU HELP YOURSELF
THE PLATT COLLEGE
3 DIMENSIONS OF DISCOVERY

* COMPUTER SKILLS
  + Gain Competence & Proficiency
  + Master Essential Business Skills
  + Specialize in Marketable Skills

* INTERPERSONAL SKILLS
  + Grow With People Skills
  + Advance Through Communication
  + Pinpoint Goals & Career

* CONFIDENCE
  + Enrich Self Esteem
  + Learn Decision Making
  + Plan the Future

THE CHOICE:
To develop the foundation for personal and professional achievement — an opportunity to become the complete individual; to discover...

THE NEW YOU
Platt College, Business Technology Division
3100 S. Parker Road
Aurora, Colorado 80014
(303) 369-5151
1988-1989 Catalog
Volume I, Number 2
Effective June 1, 1988
### Catalog Addendum

<table>
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<th>Department</th>
<th>Tuition</th>
<th>Lab Fees</th>
<th>Supplies</th>
<th>Sales Tax</th>
<th>Reg. Fee</th>
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**Effective:** 10-20-88
OFFICE TECHNOLOGY

6 MONTHS

VOCATIONAL OBJECTIVE

Upon successful completion of the program the graduate is prepared for an entry level position within the scope of general office technology. The program includes computer literacy, word processing, communications, and the personal skill development to enhance advancement.

<table>
<thead>
<tr>
<th>COURSE NUMBER</th>
<th>COURSE TITLE</th>
<th>CREDIT HOURS</th>
<th>QTR. HOURS OF CREDIT</th>
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<td>FD100</td>
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<td>FD101</td>
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<td>Word Perfect</td>
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TOTALS 44.75

COURSE DESCRIPTIONS

BE 111 OFFICE PROCEDURES
2.2 CREDITS

The course is designed to prepare the student to handle the everyday tasks required of the office worker. The course includes functioning in the office environment, telephone, skills, appointment procedures, mailing, travel arrangements, teletypewriter and office machines.

BE 110 RECORDS MANAGEMENT
3 CREDITS

The course includes all phases of accepted business filing systems with practice in their usage. Letters, cards, cross referencing, alphabetical filing, subject correspondence, and geographic card and correspondence filing, numeric consecutive and terminal digit filing; chronologic and tickler filing; and transfer of files are learned.

BE 101 BUSINESS SKILLS
7.3 CREDITS

An individually designed course to enhance reading, communications, and math skills, the needs to be determined by a survey.

GRAPHIC DESIGN

6 MONTHS

VOCATIONAL OBJECTIVE

Upon successful completion of the program the graduate will have acquired the technical knowledge and creative skills necessary to obtain an entry level position in the production art and or graphic design industry.

The program emphasizes people skills, computer literacy, desk top publishing, and personal development in addition to creative problem solving as it relates to the graphics industry.

<table>
<thead>
<tr>
<th>COURSE NUMBER</th>
<th>COURSE TITLE</th>
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<th>QTR. HOURS OF CREDIT</th>
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<td>1</td>
</tr>
<tr>
<td>CS112</td>
<td>Desk Top Publishing</td>
<td>48</td>
<td>3</td>
</tr>
<tr>
<td>FD103</td>
<td>Job Skills</td>
<td>24</td>
<td>2.5</td>
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<tr>
<td>GD106</td>
<td>Externship</td>
<td>80</td>
<td>4.5</td>
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</tbody>
</table>

TOTALS 658 42

COURSE DESCRIPTIONS

GD 100 RENDERING TECHNIQUES
3 CREDITS

Upon successful completion of the course the student will have an understanding of color theory, color vision, composition, perspective, sketching and rendering, contour and figure drawing, as they relate to the graphics industry.

GD 101 TYPOGRAPHY
6.25 CREDITS

Upon successful completion of the course the student will have an understanding of color theory, color vision, composition, perspective, sketching and rendering, contour and figure drawing, as they relate to the graphics industry.

GD 102 GRAPHICS DESIGN PROCESSING
10 CREDITS

Upon successful completion of the course, the student will have an understanding and experience in graphic design. This includes paper, color, print making, and other techniques, including the printing process, including the color system, separations and stripping.

GD 103 ADVERTISING DESIGN
4 CREDITS

Upon successful completion of this course the student will have an understanding of advertising strategies and how they relate to the graphics industry. The course emphasizes newspaper and magazine graphics, advertising campaigns, strategies, and a working knowledge of the advertising design industry.
GD 104  CAMERA
1.75 CREDITS

An introduction to the "stat camera", print production, camera
ready paste-up and dark room techniques. The course also include
creeping, reduction/enlargement, scaling line shots, and half
tone techniques.

GD 105  STUDIO DESIGN
5 CREDITS

Upon successful completion of the course the student will have
experienced the development of brochures, newsletters, posters,
and in editorial layout technique.

GD 106  EXTERNSHIP
4.5 CREDITS

Upon successful completion of the externship program the student
will have experienced varied on the job training opportunities
within the graphics-printing industry. A Platt instructor will
coordinate the training so to optimize the extent and variety of
that training.

A class reservation deposit of $100.00 is due and payable
at the time of acceptance or by registration (subject to the
refund policy).

Prices are subject to change without notice. In no event
will the tuition and fees amount be greater than the prices
of the student contract.

There are certain items which the student needs during the
program which are not included in the "supplies" category
and which maybe purchased away from the school--floppy disks,
peas, pencils, etc. The cost is approximately $30 per program.

This is a catalog insert which accompanies the extension
campus catalog for Platt College, Business Technology
Division, Aurora, Colorado.