1995
Catalog

PLATT
COLLEGE

# WELCOME TO THE HOME OF TECHNOLOGY IN ART AND 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

PLATT–
Where the "E" stands for:
EXCITEMENT
ENTHUSIASM
EXCELLENCE
in all you do.

***I Can Will Did***

*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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# HISTORY

Platt College traces its origin to the state of Missouri in the year 1879. In 1980, the San Diego campus was founded, with a special emphasis in Drafting, Floral Design, Travel Tourism, and Production Art.

The Denver school was originally a branch campus of the San Diego, California school.

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.

The year 1987 saw the college expanding into commercial art training with Graphic Design. This trend continued in 1989 with the addition of Computer Graphics.

The American Education Development Corporation purchased the college in June 1990.

In 1991, the curriculum was enhanced to include Associate of Applied Science Degree programs. Continuing with its commitment to train graduates to compete for jobs at the leading edge of technology, Electronic Prepress Technology was introduced in 1992, followed in 1993 by an Associate of Occupational Studies Degree in Advanced Computer Graphic Design.


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**Aurora, Colorado 80014**
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## ACCREDITATION

Accredited by the Accrediting Commission of Career Schools/Colleges of Technology

## CREDITS


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# PHILOSOPHY

Platt College 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 is devoted to providing entry level employees to the world of graphic design and 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 Division of Private Occupational Schools,
Department of Higher Education, State of Colorado.

Programs offered by the school meet the requirements of federal or state laws regarding student financial assistance.

Member of:
Colorado Private School Association
Career College Association
Graphic Arts Production Club of Denver

# CAREERS WITH A FUTURE

## Diploma Programs:

Graphic Design
Production Art
Computer Graphics
Computer Graphics Production
Commercial Computer Graphic Design and Production
Advanced Graphic Design
Applied Computer Graphic Design
Information Business Management
Computer Accounting
Computer Secretary
Information/Word Processing
Data Entry
Access

## Associate of Applied Science Degree Programs:

Public Relations and Graphic Communication
Commercial Design
Financial Management
Management of Human Resources
Administrative Assistant

## Associate of Occupational Studies Degree:

Advanced Computer Graphic Design

# GRAPHIC DESIGN, PRODUCTION ART, AND COMPUTER GRAPHICS

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 needs of our society for printed material grow.

The Graphic Design 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, how to 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, and halftones, and how to use the proportion wheel for enlargement and reduction percentages.

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

Individual artwork 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 a graphic artist/computer graphic artist.

## GRAPHIC DESIGN

7.5 Months - Days
9.5 Months - Evenings

### 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, production art, typography, design, advertising layout, illustration techniques, and personal development, in addition to creative problem solving as it relates to the graphics industry.

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| GD090 | Introduction to Production Art | 6.30 |
| GD100 | Production Art Techniques | 6.20 |
| GD101 | Advertising | 6.25 |
| GD102 | Studio Design | 3.25 |
| GD103 | Typography | 6.35 |
| GD104 | Rendering | 6.40 |
| GD200 | Job Skills | 2.85 |
| PD100 | Goal Attainment & Decision Making | 2.60 |
| | **TOTAL** | **40.20** |

## PRODUCTION ART

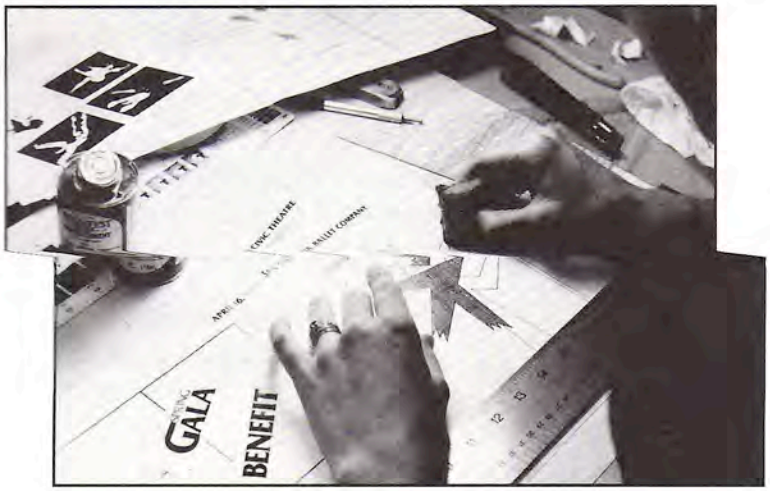
4.0 Months - Days
4.5 Months - Evenings

### 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.

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| GD090 | Introduction to Production Art | 6.30 |
| GD100 | Production Art Techniques | 6.20 |
| GD103 | Typography | 6.35 |
| GD200 | Job Skills | 2.85 |
| | **TOTAL** | **21.70** |



# COMPUTER GRAPHICS

Computer art is one of the fastest growing and most lucrative career fields of the 1990s.

The three month program is specifically designed to give those who possess conventional graphic design skills the most technologically advanced computer-aided design skills available today.

Students learn the uses of various types of computer graphics hardware and software and their applications in the world of business, industry, publishing, and entertainment.

The artist will then develop proficiency in paint graphics, draw graphics, presentation graphics, digital photography, digital typography, postscript graphics, color paint graphics, and three-dimensional graphics. These skills will then be used in advanced layout and design production with computer graphics.

**PREREQUISITE:**
Platt College Graphic Design, Production Art, or Demonstrated Ability

## COMPUTER GRAPHICS

3 Months - Days
3 Months - Evenings

**VOCATIONAL OBJECTIVE**
The program is designed to prepare the student for an entry level position (or enhance the existing professional's position) in the rapidly expanding field of Computer Graphics, specifically the area of computer aided graphic design and publishing. The program allows the student to relocate his/her existing commercial art skills from the traditional drawing table to the computer, while learning to take full advantage of its superior capabilities as a graphics manipulation and production tool.

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| CG100 | Introduction to the Field of Computer Graphics | 1.90 |
| CG200 | Design & Production with Computer Graphics | 11.85 |
| CG300 | Advanced Layout Design & Production with Computer Graphics | 6.25 |
| | **TOTAL** | **20.00** |

## APPLIED COMPUTER GRAPHIC DESIGN

11 Months - Days
12 Months - Evenings

### VOCATIONAL OBJECTIVE

Upon successful completion of this 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.

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| GD090 | Introduction to Production Art | 6.30 |
| GD100 | Production Art Techniques | 6.20 |
| GD101 | Advertising | 6.25 |
| GD102 | Studio Design | 3.25 |
| GD103 | Typography | 6.35 |
| GD104 | Rendering | 6.40 |
| GD200 | Job Skills | 2.85 |
| PD100 | Goal Attainment & Decision Making | 2.60 |
| CG100 | Introduction to the Field of Computer Graphics | 1.90 |
| CG200 | Design & Production with Computer Graphics | 11.85 |
| CG300 | Advanced Layout Design & Production with Computer Graphics | 6.25 |
| | **TOTAL** | **60.20** |

## ADVANCED GRAPHIC DESIGN

11.5 Months - Days
13.0 Months - Evenings

### VOCATIONAL OBJECTIVE

Upon successful completion of this program, the graduate will have acquired the technical knowledge and creative skills necessary to obtain an entry level position in the graphic design industry. The program addresses the ongoing changes in the printing/graphic design industries with respect to the new field of electronic prepress.

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| GD090 | Introduction to Production Art | 6.30 |
| GD100 | Production Art Techniques | 6.20 |
| GD101 | Advertising | 6.25 |
| GD102 | Studio Design | 3.25 |
| GD103 | Typography | 6.35 |
| GD104 | Rendering | 6.40 |
| GD200 | Job Skills | 2.85 |
| PD100 | Goal Attainment & Decision Making | 2.60 |
| EPT100 | Prepress Technology & Software | 3.00 |
| EPT110 | Registration | 3.00 |
| EPT200 | Color Prepress | 8.00 |
| EPT300 | Image Halftones | 8.00 |
| EPT310 | Input & Output | 4.00 |
| EPT320 | Proofing & Imagesetting | 4.00 |
| | **TOTAL** | **70.20** |

## COMPUTER GRAPHICS PRODUCTION

7.5 Months - Days
7.5 Months - Evenings

**PREREQUISITE:**
Platt College Graphic Design, Production Art, or Demonstrated Ability

**VOCATIONAL OBJECTIVE**
Upon successful completion of this program, the graduating graphic designer will have gained the technical knowledge and skills to apply the personal computer as an effective production medium in his or her industry. The vocational level of entry will depend on the graduate's previous experience as a graphic designer.

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| EPT100 | Prepress Technology & Software | 3.00 |
| EPT110 | Registration | 3.00 |
| EPT200 | Color Prepress | 8.00 |
| EPT300 | Image Halftones | 8.00 |
| EPT310 | Input & Output | 4.00 |
| EPT320 | Proofing & Imagesetting | 4.00 |
| CG100 | Introduction to the Field of Computer Graphics | 1.90 |
| CG200 | Design & Production with Computer Graphics | 11.85 |
| CG300 | Advanced Layout Design & Production with Computer Graphics | 6.25 |
| | **TOTAL** | **50.00** |

## COMMERCIAL COMPUTER GRAPHIC DESIGN & PRODUCTION

12 Months - Days
12 Months - Evenings

**PREREQUISITE:**
Platt College Graphic Design or Demonstrated Ability

**VOCATIONAL OBJECTIVE**
Upon successful completion of this program, the student with previous art and design skills but no practical production art skills will have acquired the technical and creative skills necessary to obtain an entry level position in the production art and/or graphic design industry.

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| GD090 | Introduction to Production Art | 6.30 |
| GD100 | Production Art Techniques | 6.20 |
| GD103 | Typography | 6.35 |
| GD200 | Job Skills | 2.85 |
| EPT100 | Prepress Technology & Software | 3.00 |
| EPT110 | Registration | 3.00 |
| EPT200 | Color Prepress | 8.00 |
| EPT300 | Image Halftones | 8.00 |
| EPT310 | Input & Output | 4.00 |
| EPT320 | Proofing & Imagesetting | 4.00 |
| CG100 | Introduction to the Field of Computer Graphics | 1.90 |
| CG200 | Design & Production with Computer Graphics | 11.85 |
| CG300 | Advanced Layout Design & Production with Computer Graphics | 6.25 |
| | **TOTAL** | **71.70** |

# 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 90s 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 communication, keyboarding, 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, and the academic atmosphere of an educational institution. In addition, they can feel comfortable in the fields of publishing, air transportation, manufacturing, mountain resorts, and hospitality. They can enjoy the contact and satisfaction of medical and health services, government and aerospace employment, the cultural surroundings of arts and 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 secretarial 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, computer software use, decision making, and administration provides a thorough preparation for the most advanced secretarial positions and can serve as a springboard to executive status.

As you gain experience in 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

15 Months - Days
15 Months - Evenings

### 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 modern word processing and management related computer software. People skills, personal development, and communication skills enhance potential for rapid advancement.

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| CS100 | Computer Literacy | 3.45 |
| COM100 | Business Writing | 3.6 |
| MAT101 | Business Math | 3.2 |
| BE102 | College Keyboarding 1 | 3.0 |
| BE103 | College Keyboarding 2 | 2.7 |
| COM102 | Oral Business Communication | 3.15 |
| PD100 | Goal Attainment & Decision Making | 2.6 |
| ACC100 | Accounting 1 | 3.95 |
| BE104 | College Keyboarding 3 | 2.53 |
| BE105 | Machine Transcription | 3.0 |
| BE200 | Word Processing 1 | 3.1 |
| BE300 | Telephone Skills | .95 |
| BE108 | Legal Terminology | 3.4 |
| BE109 | Medical Terminology | 3.4 |
| BUS210 | Business Management | 4.8 |
| BUS101 | Customer Service | 4.8 |
| BE210 | Word Processing 2 | 3.05 |
| CS101 | Data Entry | 3.2 |
| PD103 | Job Skills | 2.4 |
| **Software (choose two from)** | | |
| CS102 | Computer Graphics | 3.15 |
| CS103 | dBase | 3.2 |
| CS108 | Lotus 1-2-3 | 3.3 |
| CS109 | WordPerfect | 3.0 |
| CS112 | Desktop Publishing | 2.5 |
| | **TOTAL** | **65.78-66.78** |

# INFORMATION/WORD PROCESSING

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 providing administrative support, executive organizational duties, and assisting in research.

Word processing is an ideal career field for women re-entering 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

7.5 Months - Days
10.5 Months - Evenings

### 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 up-to-date information related software.

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| CS100 | Computer Literacy | 3.45 |
| COM100 | Business Writing | 3.6 |
| BE102 | College Keyboarding 1 | 3.0 |
| BE103 | College Keyboarding 2 | 2.7 |
| BE104 | College Keyboarding 3 | 2.53 |
| BE200 | Word Processing 1 | 3.1 |
| COM102 | Oral Business Communication | 3.15 |
| BE105 | Machine Transcription | 3.0 |
| BE210 | Word Processing 2 | 3.05 |
| BE300 | Telephone Skills | .95 |
| PD100 | Goal Attainment & Decision Making | 2.6 |
| PD103 | Job Skills | 2.4 |
| **Software (choose two from)** | | |
| CS102 | Computer Graphics | 3.15 |
| CS103 | dBase | 3.2 |
| CS108 | Lotus 1-2-3 | 3.3 |
| CS109 | WordPerfect | 3.0 |
| CS112 | Desktop Publishing | 2.5 |
| | **TOTAL** | **39.03-40.03** |

# 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

7.5 Months - Days
10.5 Months - Evenings

### 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 business applications.

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| ACC100 | Accounting 1 | 3.95 |
| MAT101 | Business Math | 3.2 |
| CS100 | Computer Literacy | 3.45 |
| CS101 | Data Entry | 3.2 |
| PD100 | Goal Attainment & Decision Making | 2.6 |
| BE102 | College Keyboarding 1 | 3.0 |
| BE103 | College Keyboarding 2 | 2.7 |
| PD103 | Job Skills | 2.4 |
| BUS101 | Customer Service | 4.8 |
| COM100 | Business Writing | 3.6 |
| COM102 | Oral Business Communication | 3.15 |
| BE200 | Word Processing 1 | 3.1 |
| **Software (choose two from)** | | |
| CS102 | Computer Graphics | 3.15 |
| CS103 | dBase | 3.2 |
| CS108 | Lotus 1-2-3 | 3.3 |
| CS109 | WordPerfect | 3.0 |
| CS112 | Desktop Publishing | 2.5 |
| | **TOTAL** | **44.65-45.65** |

# ACCESS

This program is specially developed to help two and four year college graduates achie and maintain a competitive advantage in the marketplace while advancing the business careers.

Often the graduates of liberal arts colleges find themselves in the position of knowing what they want to do and having the ability to think and understand people, but 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 and 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 and 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

4.5 Months - Days
6.0 Months - Evenings

### 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 field they wish to enter.

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| BE102 | College Keyboarding 1 (or) | 3.0 |
| BE103 | College Keyboarding 2 | 2.7 |
| BE200 | Word Processing 1 | 3.1 |
| BUS210 | Business Management | 4.8 |
| PD103 | Job Skills | 2.4 |
| PD100 | Goal Attainment & Decision Making | 2.6 |
| **Software (choose two from)** | | |
| CS100 | Computer Literacy | 3.45 |
| CS102 | Computer Graphics | 3.15 |
| CS103 | dBase | 3.2 |
| CS108 | Lotus 1-2-3 | 3.3 |
| CS109 | WordPerfect | 3.0 |
| CS112 | Desktop Publishing | 2.5 |
| | **TOTAL** | **21.4-22.4** |

# COMPUTER ACCOUNTING

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, the 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 1990s 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 for 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 and decision making and management, maximize potential for achievement and advancement from entry level to the executive level. The job skills course equips 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.

## COMPUTER ACCOUNTING

10.5 Months - Days
10.5 Months - Evenings

### 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 up-to-date computer accounting related software.

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| ACC100 | Accounting 1 | 3.95 |
| MAT101 | Business Math | 3.2 |
| COM100 | Business Writing | 3.6 |
| CS100 | Computer Literacy | 3.45 |
| PD100 | Goal Attainment & Decision Making | 2.6 |
| BE102 | College Keyboarding 1 | 3.0 |
| ACC200 | Accounting 2 | 4.8 |
| COM102 | Oral Business Communication | 3.15 |
| BUS101 | Customer Service | 4.8 |
| PD103 | Job Skills | 2.4 |
| BUS200 | Marketing | 4.8 |
| BUS201 | Salesmanship | 3.7 |
| ACC201 | Accounting 3 | 3.6 |
| ACC300 | Payroll Accounting | 4.8 |
| ACC301 | Personal Income Tax Procedures | 4.8 |
| **Software (choose two from)** | | |
| CS102 | Computer Graphics | 3.15 |
| CS103 | dBase | 3.2 |
| CS108 | Lotus 1-2-3 | 3.3 |
| CS109 | WordPerfect | 3.0 |
| CS112 | Desktop Publishing | 2.5 |
| | **TOTAL** | **62.15-63.15** |

# INFORMATION/BUSINESS MANAGEMENT

Whether your goal is administrator, sales manager, market research director, credit 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 Management needs you.

## INFORMATION/BUSINESS MANAGEMENT

10.5 Months - Days
10.5 Months - Evenings

### 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, communication skills, personal development, computer literacy, the use of management related computer functions, and basic business management. There will exist the potential for rapid advancement.

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| CS100 | Computer Literacy | 3.45 |
| ACC100 | Accounting 1 | 3.95 |
| PD100 | Goal Attainment & Decision Making | 2.6 |
| MAT101 | Business Math | 3.2 |
| COM100 | Business Writing | 3.6 |
| BUS200 | Marketing | 4.8 |
| BUS101 | Customer Service | 4.8 |
| COM102 | Oral Business Communication | 3.15 |
| ACC200 | Accounting 2 and | 4.8 |
| ACC201 | Accounting 3 (or) | 3.6 |
| PSY101 | Introduction to Psychology and | 4.8 |
| BUS300 | Business Law | 4.8 |
| BUS220 | Human Resource Management | 4.8 |
| BUS201 | Salesmanship | 3.7 |
| BUS210 | Business Management | 4.8 |
| BE102 | College Keyboarding 1 | 3.0 |
| PD103 | Job Skills | 2.4 |
| **Software (choose two from)** | | |
| CS102 | Computer Graphics | 3.15 |
| CS103 | dBase | 3.2 |
| CS108 | Lotus 1-2-3 | 3.3 |
| CS109 | WordPerfect | 3.0 |
| CS112 | Desktop Publishing | 2.5 |
| | **TOTAL** | **62.15-64.85** |

# COURSE DESCRIPTIONS

## ACC090
## SURVEY OF ACCOUNTING CAREERS
## 1 CREDIT

This course is a brief survey of different accounting positions and the training, education, and experience necessary to obtain those positions.

## ACC100
## ACCOUNTING 1
## 3.95 CREDITS

This course is an overview of the basic principles of accounting, including cash and accrual. The main emphasis of this course is the accounting for sale proprietorship form of business organization for both mercantile and personal service enterprises.

## ACC200
## ACCOUNTING 2
## 4.8 CREDITS

This course concerns itself mainly with accounting for partnerships. The course includes accounting for notes and interest, inventory and prepaid expenses, interval control, and owner's equity.

## ACC201
## ACCOUNTING 3
## 3.6 CREDITS

This course includes computerized accounting with emphasis on the general ledger, depreciation, accounts receivable, accounts payable, financial statement analysis, and payroll. In addition, the course will include procedures for year end and annual reports.

## ACC300
## PAYROLL ACCOUNTING
## 4.3 CREDITS

This course teaches an understanding of the methods of computing wages and salaries, keeping records, and government reports. The course will emphasize computing and paying wages, unemployment compensation, and analyzing and journalizing payroll transactions.

## ACC301
## PERSONAL INCOME TAX PROCEDURES
## 4.8 CREDITS

This course gives students an understanding of income tax preparation for individual taxpayers. Emphasis will be placed on income tax and basic reporting as well as on dividends, capital gains and losses, and itemized deductions.

## ART100
## HISTORY OF ART
## 4.8 CREDITS

This course surveys the visual arts from the Ancient through the 20th Century. It provides the background to understanding the visual arts.

## ART101
## HISTORY OF MODERN ART
## 4.8 CREDITS

This course is a survey of the major modern art movements including Fauvism, Expressionism, Cubism, Futurism, Surrealism, and Abstract Expressionism.

## BE102
## COLLEGE KEYBOARDING 1
## 3 CREDITS

In this class the student will learn the alphabetic keyboard by touch, identify personal keyboard strengths and weaknesses, and develop speed and accuracy for proficiency in keyboarding.

## BE103
## COLLEGE KEYBOARDING 2
## 2.7 CREDITS

In this course the student will continue to develop keyboarding speed and accuracy by identifying individual strengths and weaknesses and developing an effective practice plan.

## BE104
## COLLEGE KEYBOARDING 3
## 2.53 CREDITS

As well as improving speed and accuracy on timed tests for the highest level of employment, the students, by the end of this course, will have identified their strengths and weaknesses and determined their level of skill using charting and scoring procedures. Students will also have had practice in decision making that will enable them to meet deadlines and standards for production. Proofreading accurately will be stressed and tested, and there will be opportunities to perform as if in actual job situations.

## BE105
## 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.

## BE108
## LEGAL TERMINOLOGY
## 3.4 CREDITS

This course provides students with the opportunity to study commonly used legal terminology and offers practice in the use of the terms while increasing dictation speed and accuracy under actual office conditions.

## BE109
## MEDICAL TERMINOLOGY
## 3.4 CREDITS

Students taking this course will study commonly used medical terminology and will use these terms while increasing their dictation speed and accuracy under actual office conditions.

## BE110
## 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.

## BE111
## OFFICE PROCEDURES
## 2.2 CREDITS

This 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, mail processing, travel arrangements, reprographics, and office machines.

## BE200
## WORD PROCESSING 1
## 3.1 CREDITS

This course provides 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.

## BE210
## WORD PROCESSING 2
## 3.05 CREDITS

This course allows students to become familiar with the more advanced word processing techniques. Through practical applications, students will study list/merge, building blocks, repagination, search, replace, records management, and math applications.

## BE300
## TELEPHONE SKILLS
## .95 CREDITS

This course provides students with knowledge of telephone courtesy, recording of messages, and how to field problem calls.

## BUS101
## CUSTOMER SERVICE
## 4.8 CREDITS

This 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.

## BUS200
## MARKETING
## 4.8 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.

## BUS201
## SALESMANSHIP
## 3.7 CREDITS

This course provides students with an understanding of consumer motivation, prospecting, sales presentations, answering objections, closing techniques, building customer relationships, and legal, ethical, and social responsibilities as applied to selling.

## BUS210
## BUSINESS MANAGEMENT
## 4.8 CREDITS

Students taking this course will learn management concepts, ethical and social responsibilities, decision-making styles, delegation techniques, leadership, and control functions.

## BUS220
## HUMAN RESOURCE MANAGEMENT
## 4.8 CREDITS

This course deals with the role of the manager as personnel administrator. Emphasis is on maximizing the production of individual employees for the good of the organization and the individual.

## BUS300
## BUSINESS LAW
## 4.8 CREDITS

This course is a survey of the major legal forces that influence management decision-making: consum-

[illegible] decision-making, consum-
[illegible] employees, investors, government, and environment.

## CG100
## INTRODUCTION TO THE FIELD OF COMPUTER GRAPHICS
## 1.9 CREDITS

Upon successful completion of the course the student will have an understanding of: The History of Computer Graphics, Simulation/Entertainment Animation, Scientific/Industrial Research, Presentation/Business Graphics, Graphic Design/Publication, Design Considerations, and Purpose, Elements, and Stage Design.

### HARDWARE
Types of Computers, Types of Memory, Storage Devices, Printing Devices, and Digitizing Devices.

### SOFTWARE
Menu Driven vs. Command Driven, System Configuration, Compatibilities, and File Formats.

## CG200
## DESIGN AND PRODUCTION WITH COMPUTER GRAPHICS
## 11.85 CREDITS

Upon successful completion of the course the student will gain the following capabilities:

### PAINT GRAPHICS
Introduction to Freehand Bit-Mapped Graphics, Design Considerations, Tools and Editing, Effects and Manipulation, and Maximizing Output.

### DRAW GRAPHICS
Introduction to Vector-Oriented Graphics, Design Considerations, Tools and Editing, Effects and Manipulation, and Maximizing Output.

### PRESENTATION GRPAHICS
Design Considerations, Tools and Editing, Effects and Manipulation, and Field Trip.

### DIGITAL PHOTOGRAPHY
Introduction to Grey-Scale Images, Scanning Process, Tools and Editing, Effects and Retouching, and Maximizing Output.

### DIGITAL TYPOGRAPHY
Available Type Faces, Design Considerations, Tools and Editing, and Effects and Manipulation.

### POSTSCRIPT GRAPHICS
Introduction to Postscript-Based Graphics, Tools and

[illegible]
Editing, Effects and Manipulation, Advanced Graphic Imagery Design, and Advanced Graphic Imagery Production.

### COLOR PAINT GRAPHICS
Introduction to Computer Color Systems, Design Considerations, Tools and Editing, Effects and Manipulation, Color Comps, and Print, Slide, and Separations Output.

### THREE DIMENSIONAL GRAPHICS
Introduction to Computer Generated 3D Images, Design Considerations, Tools and Editing, Effects and Manipulation, Animation, and Field Trip.

## CG300
## ADVANCED LAYOUT DESIGN AND PRODUCTION WITH COMPUTER GRAPHICS
## 6.25 CREDITS

This course is a continuation of Design and Production with Computer Graphics. Upon successful completion of this course, the individual will have the following capabilities as a Computer Graphics Designer:

**PAGE LAYOUT**
Introduction to Word Processing, Introduction to Interactive Page Layout, Tools and Editing Text, Tools and Editing Graphics, Effects and Manipulation, Advanced Layout Design, Advanced Layout Production, Maximizing Output, and Field Trip.

**PRESENTATION TECHNIQUES**
Overview of Displaying Your Work and Portfolio Building.

## COM100
## BUSINESS WRITING
## 3.6 CREDITS

This course provides an overview of effective and concise written communication both within and outside of the business organization. The student will study the theory of written communications and will receive practice in planning communication and the writing of inquiry letters, responses to inquiries, claims, sales letters, credit and collection communications, memos, and minutes.

## COM102
## ORAL BUSINESS COMMUNICATION
## 3.15 CREDITS

This course provides students with an understanding of oral communication theory. Students will receive practice in several types of business communications, including presentations for meetings and conferences. Visual aids will be employed.

## COM200
## COPYWRITING
## 4.8 CREDITS

This course is an introduction to the basics of copywriting for the print media. Topics covered include writing print advertising, direct mail letters, brochures, catalogs, and other sales literature.

## COM300
## PUBLIC RELATIONS
## 4.8 CREDITS

This course is a survey of what Public Relations is, the workings of various media, P.R. writing, fund raising, and how to plan effective Public Relations for the entrepreneur and the start-up business.

## CS100
## COMPUTER LITERACY
## 3.45 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.

## CS101
## DATA ENTRY
## 3.2 CREDITS

This course provides students with 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.

## CS102
## COMPUTER GRAPHICS
## 3.15 CREDITS

This course provides students with instruction and practice in generating graphics for business, education, and entertainment.

## CS103
## dBASE
## 3.2 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.

## CS108
## LOTUS 1-2-3
## 3.3 CREDITS

This course offers familiarity with and practice in problem solving, spread sheets, and database design using Lotus 1-2-3 software. Graphs and exercise problems give practice in application and what-if situations.

## CS109
## WORDPERFECT
## 3 CREDITS

This course offers students instruction in WordPerfect's use, and applications of its functions to business correspondence, contracts, forms, and reports. Advanced students will explore its additional capabilities, such as sorting and macro applications.

## CS112
## DESKTOP PUBLISHING
## 2.5 CREDITS

This course offers students practice in producing computer generated, printed communication products using text and graphics.

## ECO150
## CONSUMER ECONOMICS
## 4.8 CREDITS

This course is a survey of the basic consumer concepts, along with analytical and decision-making skills to employ this knowledge. The course will acquaint the student with the many changing consumer roles they will encounter in their lives.

## ECO201
## INTRODUCTION TO ECONOMICS
## 4.8 CREDITS

This course is a survey of the development of economic systems and philosophies and fundamental economic concepts.

## EPT100
## PREPRESS TECHNOLOGY AND SOFTWARE
## 3 CREDITS

This course gives students an understanding of the prepress process, as well as the different types of computer graphic software, image manipulation, and special effects.

## EPT110
## REGISTRATION
## 3 CREDITS

This course is designed to give students a thorough understanding of electronic registration, including trapping techniques.

## EPT200
## COLOR PREPRESS
## 8 CREDITS

This course provides students with an understanding of color theory as applied to computer generated graphics and an understanding of monitor calibration, color selection, color separation, undercolor removal (UCR), and gray color replacement (GCR).

## EPT300
## IMAGE HALFTONES
## 8 CREDITS

This course gives students an understanding of computer generated halftones, screen angles, gradations, halftoning images, scanning, and storage.

## EPT310
## INPUT AND OUTPUT
## 4 CREDITS

This course provides students with an understanding of the use of different computer graphic file formats and how to handle file formats' input and output.

## EPT320
## PROOFING AND IMAGESETTING
## 4 CREDITS

This course gives students an opportunity to develop an understanding of the different types of proofs and the requirements for imagesetting film or paper output.

## GD090
## INTRODUCTION TO PRODUCTION ART
## 6.3 CREDITS

Upon completion of this course, students will understand and experience graphic design production, including proofreading, copy fitting, and 1 color paste-up, and the printing process, including the PMS color system, separations, and stripping.

## GD100
## PRODUCTION ART TECHNIQUES
## 6.2 CREDITS

This course gives students an understanding of and experience in 2 through 4 color paste-up, including overlays and keylines, and an understanding of and experience in color separations and the camera.

## GD101
## ADVERTISING
## 6.25 CREDITS

This course provides students with an understanding of advertising strategies as 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.

## GD102
## STUDIO DESIGN
## 3.25 CREDITS

This is a hands-on, practical course in developing brochures and corporate identity packages.

## GD103
## TYPOGRAPHY
## 6.35 CREDITS

This course gives students the opportunity to develop an understanding of and skill in using typography in inking and hand lettering, comping techniques, letterspacing, logo design, and designing with type.

## GD104
## RENDERING
## 6.4 CREDITS

This course is a survey of color theory, rapid viz composition, perspective, sketching and shading, contour, and figure drawing as they relate to the graphics industry.

## GD105
## DESKTOP PUBLISHING FOR GRAPHIC DESIGNERS
## 3.2 CREDITS

Using current software packages, the student will become familiar with using graphic design principles to generate print-read artwork and copy on personal computers.

## GD200
## JOB SKILLS
## 2.85 CREDITS

This course develops the student's ability to create resumes, cover letters, and a job hunting plan. It emphasizes interviewing skills and techniques. The student will also compile a complete portfolio for interview presentation.

## GD300
## DESIGN PRACTICUM
## 5 CREDITS

This course familiarizes the student with all aspects of a complete printing job. The student will plan, design, estimate, price, and present an original printing job.

## GD311
## SURVEY OF THE PRINTING INDUSTRY
## 4.8 CREDITS

This course explains the terms and procedures basic to the printing industry including printing, color printing, inks, imposition, folding, and binding.

## GD312
## PAPER AND PRINTING ESTIMATING
## 4.8 CREDITS

This course surveys papermaking, paper characteristics, printing papers, choosing the right paper, figuring, identifying, and pricing.

## GE101
## BUSINESS SKILLS
## 7.3 CREDITS

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

## LIT101
## INTRODUCTION TO LITERATURE
## 4.8 CREDITS

This course will survey both English and American Literature focusing on four literary elements: character, conflict, setting, and language. Students will learn how to understand and analyze short stories, poems, and plays through reading and writing.

## MAT100
## INTRODUCTION TO MATHEMATICS
## 4.8 CREDITS

This is a pre-algebra course designed for intensive review of basic mathematic skills. Topics include whole numbers and decimals, fractions, percent and proportion, and measurement and geometry.

## MAT101
## BUSINESS MATH
## 3.2 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.

## MAT102
## INTRODUCTION TO ALGEBRA
## 4.8 CREDITS

This course is designed for the student who has had one year or less of high school algebra. The course includes algebraic expressions, solving first degree equations in one and two variables, factoring, fractional equations, graphing, and verbal problem-solving.

## PD100
## GOAL ATTAINMENT AND DECISION MAKING
## 2.6 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, conflict identification, and reprogramming strategies. In addition, the course will offer exploration of setting priorities, understanding values and value conflicts, developing skills in information collection and evaluation, risk-taking behavior, assertiveness as a strategy, and devising effective implementation procedures.

## PD103
## JOB SKILLS
## 2.4 CREDITS

This course will enable students to develop a resume, gain experience in researching companies, focus on a "target" employer, and gain practice in utilizing all the correspondence connected with a job search. The course will offer interviewing techniques and practice, and will include information related to the attitudes and skills necessary to ensure a successful start on a new job.

## PSY101
## INTRODUCTION TO PSYCHOLOGY
## 4.8 CREDITS

This course provides a general understanding of psychology as a behavioral science, as well as psychological concepts and principles. Topics covered include biological bases of behavior, learning, thinking, motivations, sensation, and perception.

## SOC101
## INTRODUCTION TO SOCIOLOGY
## 4.8 CREDITS

This course provides a general understanding of the basic concepts and principles of sociology that affect the individual in society. The topics of culture, society, socialization, stratification, intergroup relations, and inequalities are covered.

# FACILITIES

- The impact that rapid advances in technology are having in business today demands 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. The printers include laser, letter quality, dot matrix, and wide carriage devices selected from IBM, Epson, and Panasonic.
- The Typing Lab contains Royal memory typewriters.
- The Production Art Darkroom includes a photostatic camera, art-o-graph, and developing equipment.
- The Electronic Prepress Lab incorporates the Macintosh Quadra computer with a film color scanner, transparency densitometer, light table, laser printer, color Tectronix printer, and giant screen monitor.
- The Computer Graphics Lab contains Macintosh IICX computers with high resolution color monitors, scanners, color units, laser printers, and digitizers.
- 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 is 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 disabled.
- Ample complimentary parking is provided.

## LIBRARY FACILITIES

- Platt College is connected by PC and modem to the Aurora-Arapahoe County CL-CAT computerized catalog system. The CL-CAT at the Aurora Public Library has 477,500 books, all of which are available to Platt College students and instructors. In addition, the system has an extensive collection of periodicals, newspapers, videotapes, book cassettes, records, and compact disks. These items are also available for check out.
- Students and instructors can select items from the CL-CAT catalog and order them from the computer station at the college. The items may be picked up at the Southwest Branch of the Aurora Public Library, which is less than .3 mile (5 minute walk) from the front door of the school building. The branch library is served by courier service two times each day so the students and instructors can pick up ordered items the same or next day. If use volume warrants, courier service can be arranged to come directly to the college.
- Students and instructors will also have access to the Aurora Public Library's central facility, which is approximately four miles from the school. It is accessible by public transportation (RTD Route 53), which stops within two blocks of the school.
- Resource material is located in the individual classrooms, and the more frequently used reference materials such as dictionaries, encyclopedias, current text books, and periodicals are located in the school library.
- The school's CD ROM electronic system provides reference data encompassing history and current events pertaining to business, politics, media, science, and technology. The electronic library of Art, Time Magazine Almanac, and Multimedia Guide to the Literary Classics enables students to utilize their computer skills in order to complete research projects and assignments.

# ACADEMIC PROCEDURES AND POLICIES

## Class Schedules

Classes are scheduled between 7:00 a.m. and 10:30 p.m. Monday through Friday. Classes are also scheduled between 7:00 a.m. and 5:00 p.m. on Saturdays. Laboratories and classrooms within the academic divisions of Platt College are open for extra assistance on Fridays and Saturdays from 8:30 a.m. to 12:00 p.m.

Individual class sizes fall within a range of 10 to 35 students, depending on the nature of the class and the subject being offered. Supervised laboratories operate with an approximate ratio of one instructor per 20 students.

## Attendance Policy

Platt College puts high emphasis on regular attendance of classes. The employers of graduates need to be assured that good work habits have been developed. Many employers put equal emphasis on academic achievement and class attendance.

Attendance is taken every day in every class. Students are allowed emergency absences totaling no more than 25% of the total contact hours for each course. Exceeding that figure may cause a lowering of the course grade.

A student who is more than twenty minutes late to a class is considered to be absent for that hour. Twenty minutes or less is counted as a tardy. Accumulated tardiness may result in grade point deductions and possible failure of a course.

In the event of an absence or tardy, all missed work must be made up. However, time can never be made up. Students may be required to attend classes on Friday morning to make up missed work.

Should a student miss two consecutive days of classes, the Registrar will verbally notify the Director of Education and/or School Director. The student will be contacted by the Education Department. An absence of five consecutive days may cause the student to be suspended and allowed back in school only after obtaining approval of the Director of Education or the School Director. If a student misses 15 consecutive calendar days, the student is automatically dropped. When a student is dropped, the student must reapply for admission to return to the college. Absences are documented in the Registrar's Office.

## Leave of Absence

A leave of absence may be granted for medical reasons or for personal emergencies. A request for a leave of absence must be in writing and signed by the student. Students taking a leave of absence should be aware that not all classes are offered each quarter. The appropriate arrangements must be made with the School Director or the Director's representative. Students may take only one leave of absence per 12 month period.

# STATEMENT OF SATISFACTORY PROGRESS

Satisfactory Academic Progress is defined as progression through the academic program within a prescribed time frame while maintaining a sufficient grade point average to demonstrate growth in knowledge and skills. Lack of satisfactory progress may jeopardize the student's ability to complete the program. Platt College expects students to progress through the program based on satisfactory progression standards.

## Maximum Time Frame

Students must complete their program within a prescribed time frame. The maximum time frame is limited to 1.5 times the normal length of the program in duration or credit hours required to complete the program. Students who fail to complete their program within the maximum time frame will be dismissed unless conditions exist which, in the opinion of the School Director, warrant placing the student on probation. The terms of the probation will be documented and maintained in the student file.

Federal regulation requires that a student receiving any financial assistance from any state or federal aid programs must be making Satisfactory Progress as determined by the institution from which such aid is received.

Students at Platt College will have their Satisfactory Progress measured on their grade point average and credit hours offered.

A student must maintain a minimum grade point average of 1.75 at the end of the first 25% of the program, a 1.75 grade point average at midpoint of the program, and achieve a 2.0 grade point average upon graduation in order to be attaining Satisfactory Progress.

The following procedures will be followed when implementing this policy:

1. All aid recipients will be considered to be making Satisfactory Progress at the time of enrollment.
2. Each aid recipient's progress will be reviewed at the end of each grading period prior to any financial aid disbursements that are to be made for any subsequent grading period.
3. Any student aid recipient found to be making Unsatisfactory Progress will be put on probation for two (2) grading periods but will continue to receive financial aid payments during that probationary period.
4. Any student recipient found to be making Unsatisfactory Progress after the expiration of the probationary period will receive no further financial aid funds until the school has evidence that the student is again maintaining Satisfactory Progress as defined previously.
5. Should any student aid recipient raise his/her GPA or complete the number of credit hours required during the period for which the funds are withheld, the Unsatisfactory Progress designation shall be removed and all financial aid eligibility restored to the beginning of the period.
6. Satisfactory Progress for students receiving disbursements will be determined at the beginning of each period and such designation will continue until any earned grade of accumulated credit hours that shall change that designation.
7. The maximum time frame shall not exceed 1.5 times the normal duration or credit hours required to complete a program. The length of time that a student is on a leave of absence is not included in the calculation of the 1.5 Maximum Time Frame period.
8. If a student feels that his/her written appeal for financial aid has not been given fair consideration, he/she may also request a meeting of the Appeal committee. The request must be in writing along with a statement of circumstances. The request should be made to the Director of Platt College.
9. After being suspended, a student may be readmitted only after a written request is 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.

# ACADEMIC STANDARDS

Grade reports will be filed twice each quarter with the student records department. The student receives grade notification for each course from the instructor. Failure to maintain a 1.75 cumulative grade point average may result in probation or suspension.

## Academic Probation

A student whose cumulative grade point average drops below 1.75 during the first half of his or her program will be placed on Academic Probation. The student will have the next two grading periods to raise his or her cumulative grade point average to 1.75 if the second grading period falls within the first half of his or her program, or 2.0 if the second grading period falls within the second half of his or her program.

Any student whose cumulative grade point average drops below 2.0 during the second half of his or her program will be placed on Academic Probation. The student will have the next two grading periods to raise his or her cumulative grade point average to 2.0.

Students who are placed on Academic Probation will be notified by the Registrar. Upon notification, the student must report to the Director of Education for academic advising.

Failure to raise the cumulative grade point average to the required level during the specified time period will result in temporary or permanent suspension.

## Course Repeat

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.

If a student receives a grade of "D" or "F" in a course, he/she may repeat the course one time only, in order to earn a better grade.

The charge for the repeat of a course will be the full contact hour tuition rate at the time the course is repeated.

The original grade of "D" or "F" will be calculated into the student's cumulative grade point average until the repeat has been completed. At that time, the "D" or "F" will be removed from the student's transcript and the new grade will be used to calculate the grade point average.

In the event a student with an "F" grade repeats a course and does not raise the grade, both grades of "F" will be used to calculate the cumulative grade point average.

If a student with a "D" grade repeats a course, only the repeat grade, whether it be an "A," "B," "C," "D," or "F," will be used on the transcript and to calculate the grade point average.

## Course Incompletion

If extenuating circumstances warrant, a student may receive a grade of Incomplete for a course. In order to receive an "I" grade, the instructor of the course must apply to the Director of Education and obtain the Education Director's approval.

The student will have the first two weeks of the next term in which he/she is enrolled to complete the course. Under extraordinary circumstances, the Director or Director of Education may extend completion time beyond two weeks. The student must apply in person to the Director or Director of Education for an extension before the two weeks elapse.

A grade of Incomplete will be calculated as zero (0) grade points on that term's grade point average and may result in the student being placed on Academic Probation. Upon completion of the course, the new grade will be used to calculate the student's grade point average.

## Course Drops and Withdrawals

A student may drop a course any time before 10% of the contact hours for that course has occurred. The student will receive a grade of "WA" (administrative withdrawal). The "WA" grade will have no effect on the student's grade point average.

After 10% of the contact hours for a class has occurred, if a student wishes to terminate a course, he or she must withdraw. If progress is satisfactory at the time of withdrawal, the student will receive a grade of "WP" (withdrawal while passing). If progress is unsatisfactory at the time of withdrawal, the student will receive a grade of "WF" (withdrawal while failing). Under appropriate circumstances, a student may receive a grade of "WA." Although withdrawal grades of "WP," "WF," and "WA" will not have an effect on the student's grade point average, they will remain as a permanent part of the student's transcript.

Failure to withdraw properly may result in the assignment of failing grades, which will affect the student's grade point average and will become a part of the student's permanent record.

## Student Progress Report

Students are entitled to a regular accounting as to their academic status. Students receive a grade and grade report for each course completed from the instructor. Students who are placed on warning or probation status are informed at the time the action is taken and appropriate counseling 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 assessment, quizzes, and written examinations. Progress is measured by use of a grade-point system.

## Definition of a Unit of Credit

Platt College measures student progress in quarter credit hours. A quarter credit hour is defined as follows:

One (1) quarter credit hour equals ten (10) hours of classroom lecture plus appropriate outside preparation

or

twenty (20) hours of laboratory work plus appropriate outside preparation

or

thirty (30) hours of internship/shop instruction or the equivalent.

A classroom hour is 50 minutes.

## Grading System

The following are *guidelines* used by instructors, subject to the varying needs of different programs or courses, to establish their grading criteria.

### Grade A - Superior Work

1. The student masters the objectives of the course, is able to apply what he/she has learned, and is able to integrate it with other knowledge.
2. The student consistently distinguishes herself/himself in assignments, examinations, laboratory, and class participation.
3. The student demonstrates independent thinking in class work and discussions.
4. Work is consistently in proper form and format, and is submitted punctually.
5. Where achievement in the course involves development of hand or motor skills, the student consistently displays superior skills, ability, and performance.
6. The student complies with the school attendance requirements.

### Grade B - Above Average Work

1. The student shows consistent mastery of the course context and objectives, and is usually able to apply what she/he has learned to new situations and other knowledge.
2. The student's work is in proper form and format and is submitted punctually.
3. Where achievement in the course involves developing hand or motor skills, the student consistently displays above average skills, ability, and performance.
4. The student complies with the school attendance requirements.

### Grade C – Average Work Allowing Progress in Course Sequence

1. The student shows reasonable comprehension of the course material and has an average mastery of the content which would indicate success in the next course in the same field.
2. The student consistently makes average scores in tests, homework, projects, and class participation.
3. Assignments are completed in adequate form and format and submitted punctually.
4. Where achievement in the course involves development of hand or motor skills, the student consistently displays average performance and skills.

5. The student complies with the school attendance requirements.

**Grade D - Less Than Acceptable; Passing Grade**

1. The student performs below average in tests, projects, reports, class participation, and laboratory, but shows some competence in the course subject matter.
2. The competence demonstrated is insufficient to indicate success in the next course in the subject field.
3. Assignments are completed in imperfect form and format, sometimes late, and of inconsistent quality.
4. Where achievement in the course involves developing hand or motor skills, the student displays below average skills, abilities, and performance.
5. The student complies with the school attendance requirements.

**Grade F- Failing Grade**

1. The student demonstrates an unacceptably low or no mastery of the course objectives and content.
2. The student fails to perform at the "D" level on tests, homework, projects, class participation, and laboratory.
3. Assignments are completed in an imperfect form or format or are not turned in.
4. Where achievement in the course involves hand or motor skills, the student fails to perform at "D" level.
5. The student fails to comply with the school attendance requirements.

## Grading System

| Letter Grade | Credits | Grade Points | Rating |
|---|---|---|---|
| A | 1 | 4.0 | Excellent |
| B | 1 | 3.0 | Superior |
| C | 1 | 2.0 | Average |
| D | 1 | 1.0 | Passing |
| F | 0 | 0.0 | Failing |
| I | 0 | 0.0 | Incomplete |
| WP | 0 | 0.0 | Withdraw Passing |
| WF | 0 | 0.0 | Withdraw Failing |
| WA | 0 | 0.0 | Administrative Withdrawal |
| NC | 0 | 0.0 | No Credit |
| TC | 0 | 0.0 | Transfer Credit |

# 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 their records by writing the Director or the Director's representative. Such review will be allowed during regular school hours under appropriate supervision. A copy of the records may be obtained for a $1.00 fee for each 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 right of privacy.
4. Challenging the record for the purpose of correcting or deleting any of the contents 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 and/or the Director will review the written 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 included 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.

7. Access Without Student Consent. The school may release student information without written consent of the student to:

   a. Other school and Platt College officials who have legitimate interests.

   b. Other schools where students have applied for admission. In this case, students may be advised that the records are being sent and that they may receive a copy and have an opportunity to review and challenge the records.

   c. Authorized representatives of the Department of Education or the Comptroller General of the United States.

   d. State and local authorities where required.

   e. Accrediting agencies.

   f. Parents of students who are their dependents for purposes of the Internal Revenue Code. However, the school is not required to release such records.

   g. Appropriate persons or agencies in connection with student applications for or receipt of financial aid.

   h. Courts in compliance with a court order or subpoena, providing that the student is notified prior to compliance.

   i. Appropriate persons or agencies in the event of a health or safety emergency, where such release without consent is necessary under the circumstances.

In all other cases, the school shall obtain the written consent of the students prior to releasing such information to any person or organization. Parental access to records will be allowed without prior consent if the student is a dependent as defined in Section 152 of the Internal Revenue Code of 1954. The school maintains all student records according to the Family Educational Rights and Privacy Act of 1974. All files are kept in perpetuity.

Any person has the right to file a complaint with the Department of Education if Platt College violates the Family Educational Rights and Privacy Act.

# 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's 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. Forgery, alteration, misuse, or mutilation of school documents, records, identifications, education materials, or 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 who 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, materials (except as expressly authorized by the school), 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, if such 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 who is 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 one through ten 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, if 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 is 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.

If the college allows applicant to reenter, applicant must execute a new Enrollment Agreement and pay all current Program Costs.

## 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, or tuition and fees as circumstances may require. In no case will the tuition and fees be greater than the contract amount.

## Termination before Completion

A student who desires to withdraw from Platt College during the program should meet with the Director of Education or School Director.

## Cancellation of Classes

The college reserves the right to cancel any course or program for which there is insufficient enrollment.

## Change in Status

Students are required to notify the Registrar's office when a change of status occurs, e.g., change in name, address, phone number, attendance, tuition aid eligibility, or any other item that may have an impact upon completion of the student's education.

## Residence Requirement

If you are transferring to Platt College after taking courses at another school, or have verified related work experience, contact the Director of Education. Transcripts should be evaluated before enrolling. The college will not accept "D" grades or lower in transfer.

Platt College reserves the right to evaluate all credits. In the event that course work is found to be obsolete, you may be required to update the credit.

Students must take 50% of their course work at Platt College. For the diploma programs only, if you feel that extenuating circumstances exist that are grounds for an appeal of the 50% residence requirement, provide copies of the pertinent transcripts to the Director of Education and/or the School Director. One of these two individuals will review your appeal and determine if an exception to this policy will be made.

All students must be in residence at the time of graduation in order to receive a diploma.

## Graduation Requirements (For Diploma Programs)

A diploma is issued to each graduate who has completed all of the program requirements. The graduate must also have a 2.0 grade point average and have satisfied all financial obligations to receive a diploma.

# STUDENT AWARDS

## Perfect Attendance:

If a student attends the entire program with no tardiness or absenteeism, a perfect attendance certificate will be awarded upon graduation.

## Outstanding Student:

This award is presented at graduation to students who have shown outstanding leadership among their fellow students. After a nomination, a vote is taken of all instructors and it must be unanimous.

## Director's List:

Students maintaining a 3.5 grade point average per quarter will be placed on this list.

## Perfect Attendance List:

Students maintaining perfect attendance for each quarter will be placed on this list.

## Graduating with Honors:

Students achieving a 3.5-3.74 grade point average upon graduation will graduate with honors.

## Graduating with High Honors:

Students achieving a 3.75-3.99 grade point average upon completion of the program will graduate with high honors. This is noted on their permanent record.

## Graduating with Highest Honors:

Students achieving a 4.0 grade point average upon completion of the program will graduate with highest honors. This is noted on their permanent record.

## Non-Discrimination Policy

Platt College does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, age, or disability. 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 SERVICES

Platt College views each staff member as an advisor. The department supervisors and instructors are available to assist students with academic and personal problems.

## Housing

Platt College 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 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 include professional student organizations which offer the opportunity to promote educational and professional development while attending Platt College.

## Placement Assistance

Platt College 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 four weeks prior to graduation. This orientation will provide you with 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 employment letters and letters of recommendation.
4. Invitations to industry to interview, present employment programs, test, and offer application for employment.
5. Contacting prospective employers to establish current employment opportunity.
6. Through mutual efforts of the Placement Assistance Office and the student, attempts are made to locate positions. Students are responsible for arranging interviews from the information provided by the Placement Assistance Office.

One of the top priorities for graduates of Platt College is the provision for meaningful career opportunities. While it is not possible to guarantee placement or starting salaries, the College will do everything within reason to assist the student in finding suitable employment after graduation.

## Part-Time Employment

The Placement Assistance Office will assist students while in school in finding part-time employment in order to help the student defray living expenses. These jobs are typically not directly related to the student's course of study.

## 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 charge.

## 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, 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.

## Complaints

Any student complaint should be made to the School Director in writing. The student will receive a response, in writing, within 15 business days of receipt.

*Complaints Continued*

In the event that a student/graduate has a complaint that is not resolved by the College, the individual has the option of submitting the complaint to the Division of Private Occupational Schools, Colorado Department of Higher Education. There is a 180 limitation on the Division taking action on student complaints.

**STUDENT COMPLAINT/ GRIEVANCE PROCEDURE**

Schools accredited by the Accrediting Commission for Career Schools/Colleges of Technology of the Career College Association must have a procedure and operational plan for handling student complaints. If a student does not feel that the school has adequately addressed a complaint or concern, the student may consider contacting the Accrediting Commission. All complaints considered by the Commission must be in written form, with permission from the complainant(s) for the Commission to forward a copy of the complaint to the school for a response. The complainant(s) will be kept informed as to the status of the complaint as well as the final resolution by the Commission. Please direct all inquiries to:

**Accrediting Commission of Career Schools/ Colleges of Technology**
**750 First Street, N.E., Suite 905**
**Washington, DC 20002-4242**
**(202) 336-6850**

A copy of the Commission's Complaint Form is available at the school and may be obtained by contacting the School Director, Jerald B. Sirbu.

## Inclement Weather

Platt College will cancel classes when inclement weather conditions occur. Students should listen to local radio stations for announcements in case of inclement weather. See the Student Handbook for details.

## Dress Code

Appropriate attire is required as described in the Student Handbook.

## Parking

Adequate complimentary parking is provided on the building premises.

## Student Handbook

The school maintains a student handbook which includes information related to various areas of student interest. The handbook covers such topics as parking, advising, drug and alcohol policies, campus safety, smoke-free environment, dress code, inclement weather, emergencies, grievance procedure, student activities, and graduation.

# ADMISSIONS

## Admission 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 will 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 (Ability-To-Benefit)

Individuals who are 18 years of age or older and are not high school graduates, but have the abilities and qualifications to indicate success and the ability to benefit from training, may be admitted. These individuals must pass an independently administered test approved by the Department of Education prior to being considered for acceptance into one of the diploma programs. These students will receive a diploma upon completion of the program. Students will be encouraged to complete the GED 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 accepts credits and transfers from many accredited colleges and universities. Credits are accepted on the basis of similarity with courses offered in the chosen program. Platt College 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 who feel they have a sufficient level of knowledge to challenge courses (see special fees section).

The minimum passing score is 90% correct per test in bypass situations. The student will receive a grade of "TC" for that course. 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 initially be 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 or she completes an Application for Enrollment and receives the registration charge. The admissions representative then schedules you for the second interview and testing. 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 charge will be refunded.

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

# FINANCIAL INFORMATION

For current tuition and fee charges, please refer to the Catalog Addendum. Prices are subject to change without notice. The tuition and fees total will not be greater than the price of the student contract.

Platt College enrolls applicants on an academic year basis. A second academic period enrollment is completed 4 to 6 weeks prior to the time the student is scheduled to begin training in the subsequent academic year. See the School Registrar for details.

There are certain items the student may need during the course of a program that are not included in the supplies category and which may be purchased independently. The items may include additional floppy disks, pens, pencils, and general supplies, and the cost averages about $30.00 per program.

## Catalog Addendum

An addendum accompanies and is an integral part of the Platt College Catalog. For current course, program, and policy revisions, refer to the addendum.

## Books

- Textbooks and art tools can be 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 charges cover 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 for eligible students 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

Tuition is due and payable on or before the first day of the class start.

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

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.

## Scholarships

Each year a minimum of two tuition scholarships in varying amounts from $1,000 to $5,000 are awarded to worthy and/or needy recipients. Selection of the recipients is determined by the Scholarship Committee of the Colorado Private School Association. The applicants must meet the criteria, which may vary from year to year, established by this committee.

Recipients must meet all requirements of admission at Platt College. Forms and details may be secured by writing to the Director of Platt College or the Colorado Private School Association.

## Refund Policy

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

## Cancellation and Refund Policy

The following refund policy is applicable to all programs:

A. All monies paid by the applicant will be refunded within thirty (30) days: if an applicant cancels in writing within three (3) business days of receipt of the application by a Platt College admissions representative; if the applicant is not accepted by the College or in the event the College discontinues a course/program during a period of time within which a student could have reasonably completed it, except that this provision shall not apply in the event that the College ceases operation; applicants who have not visited the school facility prior to enrollment will have the opportunity to withdraw

without penalty within three (3) days following a tour of theschool facilities.

B. Cancellation of Classes. The College reserves the right to cancel a scheduled start date if the number of students enrolling is deemed insufficient. Such cancellation will be considered a rejection by the College and the student will be entitled to receive a complete refund of any amount paid.

C. An applicant requesting cancellation in writing after the three business day period but prior to commencement of training is entitled to a refund of all monies paid less the registration charge of $75.

D. Students wishing to withdraw from a program after the start of training are required to notify the student records office, in writing, of their intent to withdraw and of their last date of attendance. If the student is under 18 years of age, such notice may be given by the purchaser.

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

F. A student terminating within the first two days of training shall be entitled to a refund of one hundred percent of tuition.

## State of Colorado Refund Policy

After the commencement of training, the policy for cancellation, settlement, and refund of tuition and fees provides for the following:

1. A student terminating training within the first ten percent of the academic year shall be entitled to a refund of ninety percent of the enrollment agreement price of the academic year exclusive of books and supplies, less a withdrawal processing charge of $150.
2. A student terminating training after ten percent but within the first twenty-five percent of the academic year shall be entitled to a refund of seventy-five percent of the enrollment agreement price of the academic year exclusive of books and supplies, less a withdrawal processing charge of $150.
3. A student terminating training after twenty-five percent but within the first fifty percent of the academic year shall be entitled to a refund of fifty percent of the enrollment agreement price of the academic year exclusive of books and supplies, less a withdrawal processing charge of $150.
4. A student terminating training after fifty percent but within the first seventy-five percent of the academic year shall be entitled to a refund of twenty-five percent of the enrollment agreement price of the academic year exclusive of books and supplies, less a withdrawal processing charge of $150.
5. A student who has completed seventy-five percent of the academic year and has entered the final twenty-five percent shall not be entitled to any refund and shall be obligated for the full price of the academic year, which constitutes the maximum obligation.

## Books, Tools, and Supplies

Applicants must furnish all books, tools, and supplies required in the Program at his/her own expense. The students will not be required to purchase instructional supplies, books, and tools until such time as these materials are required. Applicants are not obligated to purchase any books, tools, or supplies from the College. The cost of books, tools, and supplies specified on page one of the Enrollment or Catalog Addendum Agreement is an estimated cost, subject to changes in supplier prices and curricula. If purchased from the College, the cost of any books, tools, and supplies is nonrefundable.

Percentage of the course/program completed is based on the number of scheduled hours of class attendance, stated as a percentage of the total hours indicated for the academic year/period, then converted to the equivalent quarter credit hours. Refunds to students will be computed from the last date of recorded attendance. The last date of recorded attendance will be determined from the instructor's attendance charts. Leaves of absence and school holidays will not be counted as part of the scheduled class attendance. Refunds will be made within 30 days of the last date of attendance if written notification was provided to the institution. Otherwise, refunds shall be made within 30 days from the date the institution terminates the student or determines that the student has withdrawn.

## Accrediting Commission of Career Schools/ College of Technology Policy

The refund policies of the State of Colorado and the Federal Pro-Rata Policy are applicable to students attending Platt College.

## Federal Pro-Rata Refund Policy

Platt College will refund that portion of the tuition and fees assessed the student by the College equal to the portion of the period of enrollment for which the student has been charged that remains on the last day of attendance by the student rounded downward to the nearest ten percent of the enrollment for which the student has been charged, less an administrative fee of $100. Once a student has completed over sixty percent of the academic year, the student is entitled to no refund unless so stated by the institution's refund policy.

## Institution Policy

For students attending Platt College for the first time and who subsequently withdraw from classes, the State of Colorado and the Federal Pro-Rata refund formulas will be applied where appropriate, and the result most beneficial to the student will form the basis for the refund. For students who have entered their second or third academic year and who subsequently withdraw from classes, the State of Colorado refund formula will be applied where appropriate, and the result will form the basis for the refund. For any other program at Platt College longer than one academic year and for which the student has paid to the College tuition charges for the entire program or portions thereof exceeding one academic year, the College will refund to the student those monies paid for the academic year(s) beyond the end of the academic year during which the student withdraws. In addition, the College shall calculate and refund to the student that portion of tuition paid representing the period of time between the date of withdrawal and the end of that academic year. Such refund shall be based on the formulas stated above.

## Special Fees

Fees are charged for special services as follows:

## Repeat of Course Fee

This fee will be assessed for repeating any training. When a student repeats a course, full 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.

## Bypass Test Fee

A $100.00 fee will be assessed for examination to determine advance standing. Such examinations may only be taken upon approval of the School Director or the Director's 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 $25.00 to replace a diploma.

## Change of Program Fee

Students will be charged a fee of $75.00 to change programs after the start date. However, if the program change is made at the time that the second/third academic year enrollment agreement is completed, no fee will be assessed.

## Course Drop Fee

A one hundred percent (100%) tuition credit is granted to students for classes dropped from the first day of class through the date when ten percent (10%) of the scheduled class meetings has occurred. The ten percent (10%) date will be determined by the Registrar. If the student drops a class after the ten percent (10%) date, the student will be charged the full tuition amount for the course.

## Additional Courses

(Hours Beyond the Maximum Program Length)
A tuition fee will be charged based on the current hourly rate for each additional contact hour.

## 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.

# ASSOCIATE OF APPLIED SCIENCE AND ASSOCIATE OF OCCUPATIONAL STUDIES DEGREE PROGRAMS

Platt College offers programs in five areas leading to the Associate of Applied Science degree. The five major areas are Financial Management, Management of Human Resources, Administrative Assistant, Commercial Design, and Public Relations and Graphic Communication. The school also offers an Associate of Occupational Studies Degree Program in Advanced Computer Graphic Design.

Course work completed in the Diploma Programs is transferable to Degree Programs upon meeting the admission requirements of the Degree Program the student wishes to enter.

Associate of Applied Science Degree and Associate of Occupational Studies Degree Programs offered at Platt College are approved and regulated by The Division of Private Occupational Schools, Department of Higher Education, State of Colorado. The Degree Programs are accredited by the Accrediting Commission of Career Schools/Colleges of Technology.

# COLLEGE POLICIES AND ACADEMIC STANDARDS

## Admission Policy for Associate of Applied Science and Associate of Occupational Studies Degree Programs

Admission to a Platt College Associate Degree Program is open to high school graduates and/or those who have been awarded GED (general education development) certificates.

Enrollment in a particular program of study may depend on minimum competency standards. Some programs have mandatory proficiency standards. Please see an Admissions Representative.

All applications must be submitted and approved before you can take part in assessment, advising, and registration.

## Admission Procedure

1. All new students must meet with an Admissions Representative to complete all applications, testing, and transcript requests. If you want previous college credits transferred, submit official copies of college transcripts to the Registrar's office no later than two terms preceding the final term of graduation. The college may request your transcripts at any time.

   a. All new students' basic skills are measured before registration. Your Admissions Representative will use this information to help you plan your studies. Call 369-5151 for information.

   b. You should declare your program major on the application for admission form, which is available from an Admissions Representative. If you are undecided about a major, your Admissions Representative will be available to help you.

2. High school students under the age of 18 and presently attending high school should:

   a. Make arrangements with a high school counselor for certification credit.

   b. Complete an "application for admission" form which is available from an Admissions Representative.

3. If you are a former student returning after an absence of one or more terms, you must make application for admission. If you have attended other colleges since attending Platt College, you must submit all college transcripts if you wish to have credit considered for transfer to Platt College.

4. All documents become the property of the college and will not be released to the student or transferred to other institutions. Your registration depends on Platt's receiving all required documents.

## Transferring Credit to Platt College

1. If you are transferring to Platt College, contact the Director of Education for transcript evaluation. Transcripts should be evaluated before enrolling, and the college will not accept "D" grades or lower in transfer.

2. Platt College reserves the right to evaluate all credits. In the event that course work is found to be obsolete, you may be required to update the credit.

3. Course content should be similar to those courses offered at Platt College.

4. Platt College will accept transfer credit only from accredited post-secondary institutions. Transfer credit may be accepted from other institutions approved by the Division of Private Occupational Schools, Department of Higher Education, in accordance with any agreements between Platt College and those institutions.

5. No more than 44 quarter hours of transfer credit can apply toward a degree program.

## Transferability of Credit to Four Year Institutions

If you are attending Platt College to prepare for transfer to a four year college or university, familiarize yourself with the general education requirements of that institution. Since graduation requirements vary among institutions, it is important to obtain assistance from the Director of Education in planning a transferable program study.

In addition, each major field of study at a particular institution has specific course requirements. It is extremely important for you to follow a prescribed transfer program (recommended by an advisor at the four year institution) in order to make a smooth transition to the four year college or university.

## Degree Requirements

All applicants of Platt College degree programs must meet the following requirements:

1. Be enrolled in Platt College classes for the term in which he/she intends to graduate. Exceptions may be approved by the Director of Education.
2. Complete a minimum of 90 quarter credit hours of approved course work.
3. Earn a cumulative grade point average of 2.0 ("C" average). Courses to be counted toward the general education curriculum must be completed with a grade of "C" or higher. Some programs may require a student to earn at least a "C" in specific course work. Students should check with the Director of Education regarding the minimum grade point average requirement.
4. Complete a minimum of 51 percent of credits at Platt College in the program area. Exceptions may be approved by the Director of Education.
5. File an "application of graduation" form during the term in which the student intends to graduate, according to the deadline published by the college.

## General Education Requirements

Platt College believes that general education assists individuals to reach their maximum potentials. All Associate of Applied Science degrees have general education requirements. These requirements adhere to goals for general education established by the Board of the Colorado Community College and Occupational Education System:

1. To build skills for advanced lifelong learning.
2. To expose students to the mainstream of thought and interpretation—humanities, sciences, mathematics, social sciences, communication, and the arts.
3. To integrate learning in ways that cultivate the student's broad understanding and ability to think about a large and complex subject, formulate and analyze valid concepts, solve problems, and clarify values.
4. To prepare individuals for their roles as effective citizens in a changing and complex society.

## Degree Awarded

Upon successful completion of all graduation requirements and the satisfaction of all financial obligations, the graduate will be awarded the appropriate Associate of Applied Science Degree or the Associate of Occupational Studies Degree in Advanced Computer Graphic Design.

## Catalog Requirements for Graduation

Students may graduate under the catalog requirements listed for the academic year in which they were enrolled. If students interrupt attendance for one year or more and then return, the catalog of the new readmission year is the document of authority. If graduation requirements and policies should change, students may choose to follow the catalog of the year of initial entry or the current catalog. Students should be sure to obtain and keep a copy of the catalog under which they enter or are readmitted.

## Other Graduation Policies

1. Platt College reserves the right to substitute or delete course work based on current curriculum. Students are assured that if the curriculum changes, Platt will make every effort to determine an equitable solution.
2. Students must complete an "academic review" two terms before the term in which they intend to graduate.

# FINANCIAL MANAGEMENT

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

The Financial Management curriculum is designed to develop professional competence and awareness for business careers in any field or industry.

## FINANCIAL MANAGEMENT

15 Months - Days
18 Months - Evenings

### VOCATIONAL OBJECTIVE

Upon successful completion of this program the graduate should possess the knowledge and skills necessary for an entry level accountant trainee or accounting clerk position.

Additional emphasis is placed on people skills, critical thinking, and problem solving skills, as well as modern office and accounting technology.

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| **General Education Requirements** | | |
| CS100 | Computer Literacy | 3.45 |
| PD100 | Goal Attainment & Decision Making | 2.6 |
| COM100 | Business Writing | 3.6 |
| COM102 | Oral Business Communication | 3.15 |
| PD103 | Job Skills | 2.4 |
| | **Sub Total** | **15.2** |

### Major Requirements

| | | |
|---|---|---|
| ACC100 | Accounting 1 | 3.95 |
| ACC200 | Accounting 2 | 4.8 |
| ACC201 | Accounting 3 | 3.6 |
| ACC300 | Payroll Accounting | 4.3 |
| ACC301 | Personal Income Tax Procedures | 4.8 |
| ECO150 | Consumer Economics | 4.8 |
| ECO201 | Introduction to Economics | 4.8 |
| ACC090 | Survey of Accounting Careers | 1.0 |
| MAT100 | Introduction to Mathematics (or) | 4.8 |
| MAT102 | Introduction to Algebra | 4.8 |
| BUS300 | Business Law | 4.8 |
| BE102 | College Keyboarding 1 | 3.0 |
| BUS101 | Customer Service | 4.8 |
| | **Sub Total** | **49.45** |

**Software (choose two from)**

| | | |
|---|---|---|
| CS102 | Computer Graphics | 3.15 |
| CS103 | dBase | 3.2 |
| CS108 | Lotus 1-2-3 | 3.3 |
| CS109 | WordPerfect | 3.0 |
| CS112 | Desktop Publishing | 2.5 |
| | **Sub Total** | **5.5-6.5** |

## General Education Electives (choose 24 quarter hours)

(You must choose at least one course from each of the General Education areas of Social/Behavioral Science, Math, and Humanities.)

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| **Social and Behavioral Science** | | |
| PSY101 | Introduction to Psychology | 4.8 |
| SOC101 | Introduction to Sociology | 4.8 |
| BUS210 | Business Management | 4.8 |
| BUS220 | Human Resource Management | 4.8 |
| BUS200 | Marketing | 4.8 |
| **Math** | | |
| MAT100 | Introduction to Mathematics | 4.8 |
| MAT102 | Introduction to Algebra | 4.8 |
| **Humanities** | | |
| ART100 | History of Art | 4.8 |
| ART101 | History of Modern Art | 4.8 |
| LIT101 | Introduction to Literature | 4.8 |
| COM200 | Copywriting | 4.8 |
| COM300 | Public Relations | 4.8 |
| | **Sub Total** | **24.0** |
| | **Program Total** | **94.15-95.15** |

# MANAGEMENT OF HUMAN RESOURCES

A strong demand exists for business managers who have well-developed skills in human relations and analytical skills to meet day-to-day responsibilities. Although this program concentrates primarily on the management of people, it also emphasizes goal setting and attainment, decision making, and modern technological skills to make a well-rounded management candidate.

The continuing need for Human Resource Managers in such diverse fields as health, business, industry, retail, and hospitality makes this program attractive to those who wish to make a career working with people.

## MANAGEMENT OF HUMAN RESOURCES

15 Months - Days
18 Months - Evenings

### VOCATIONAL OBJECTIVE

Upon successful completion of this program the graduate should possess the skills and educational background to assume an entry level supervisory management position.

Additional emphasis is placed on people skills, critical thinking skills, and problem solving skills, as well as up-to-date business technology.

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| **General Education Requirements** | | |
| CS100 | Computer Literacy | 3.45 |
| PD100 | Goal Attainment & Decision Making | 2.6 |
| COM100 | Business Writing | 3.6 |
| COM102 | Oral Business Communication | 3.15 |
| PD103 | Job Skills | 2.4 |
| | **Sub Total** | **15.2** |
| **Major Requirements** | | |
| BUS210 | Business Management | 4.8 |
| BUS220 | Human Resource Management | 4.8 |
| BUS101 | Customer Service | 4.8 |
| BUS200 | Marketing | 4.8 |
| BUS201 | Salesmanship | 3.7 |
| BUS300 | Business Law | 4.8 |
| PSY101 | Introduction to Psychology | 4.8 |
| ACC100 | Accounting 1 | 3.95 |
| MAT100 | Introduction to Mathematics (or) | 4.8 |
| MAT102 | Introduction to Algebra | 4.8 |
| BE102 | College Keyboarding 1 | 3.0 |
| CS101 | Data Entry | 3.2 |
| | **Sub Total** | **47.45** |

**Software (choose two from)**

| | | |
|---|---|---|
| CS102 | Computer Graphics | 3.15 |
| CS103 | dBase | 3.2 |
| CS108 | Lotus 1-2-3 | 3.3 |
| CS109 | WordPerfect | 3.0 |
| CS112 | Desktop Publishing | 2.5 |
| | **Sub Total** | **5.5-6.5** |

## General Education Electives (choose a minimum of 22.4 quarter hours)

(You must choose at least one course from each of the General Education areas of Social/Behavioral Science, Math, and Humanities.)

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| **Social and Behavioral Science** | | |
| ECO150 | Consumer Economics | 4.8 |
| ECO201 | Introduction to Economics | 4.8 |
| SOC101 | Introduction to Sociology | 4.8 |
| **Math** | | |
| MAT100 | Introduction to Mathematics | 4.8 |
| MAT101 | Business Math | 3.2 |
| MAT102 | Introduction to Algebra | 4.8 |
| ACC200 | Accounting 2 | 4.8 |
| ACC201 | Accounting 3 | 3.6 |
| ACC300 | Payroll Accounting | 4.3 |
| ACC301 | Personal Income Tax Procedures | 4.8 |
| **Humanities** | | |
| ART100 | History of Art | 4.8 |
| ART101 | History of Modern Art | 4.8 |
| LIT101 | Introduction to Literature | 4.8 |
| COM200 | Copywriting | 4.8 |
| COM300 | Public Relations | 4.8 |
| | **Sub Total** | **22.4-24.0** |
| | **Program Total** | **90.55-94.65** |

# ADMINISTRATIVE ASSISTANT

If you like to be the focal point of communication in an office or business and are dependable, organized, personable, and trustworthy, then you could be in demand as an Administrative Assistant.

Intensive training in technical office equipment and procedures, as well as all important people skills, are essential elements of the Administrative Assistant program. The student will gain skills in accounting, word processing, machine transcription, and business communication.

The program provides a thorough preparation for most advanced secretarial positions and can serve as a springboard to executive status.

## ADMINISTRATIVE ASSISTANT

19.5 Months - Days
19.5 Months - Evenings

### VOCATIONAL OBJECTIVE

Upon successful completion of this program the graduate should possess the knowledge and skills necessary for a mid-level secretarial position or an office management trainee position. Additional emphasis is placed on people skills, critical thinking skills, and problem solving skills, as well as skills in modern office technology.

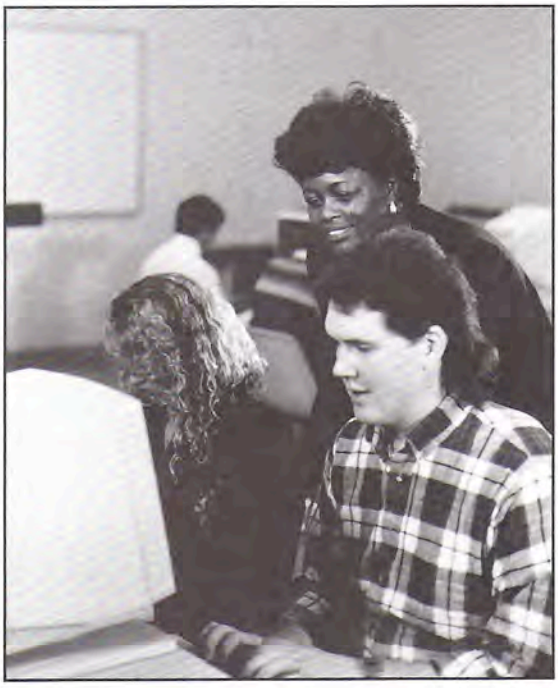
| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| **General Education Requirements** | | |
| CS100 | Computer Literacy | 3.45 |
| PD100 | Goal Attainment & Decision Making | 2.6 |
| COM100 | Business Writing | 3.6 |
| COM102 | Oral Business Communication | 3.15 |
| PD103 | Job Skills | 2.4 |
| | **Sub Total** | **15.2** |
| **Major Requirements** | | |
| BE102 | College Keyboarding 1 | 3.0 |
| BE103 | College Keyboarding 2 | 2.7 |
| BE104 | College Keyboarding 3 | 2.53 |
| BE105 | Machine Transcription | 3.0 |
| BE108 | Legal Terminology | 3.4 |
| BE109 | Medical Terminology | 3.4 |
| ACC100 | Accounting 1 | 3.95 |
| MAT101 | Business Math | 3.2 |
| BE300 | Telephone Skills | .95 |
| BE200 | Word Processing 1 | 3.1 |
| BE210 | Word Processing 2 | 3.05 |
| BUS210 | Business Management | 4.8 |
| BUS300 | Business Law | 4.8 |
| | **Sub Total** | **41.88** |

**Software (choose two from)**

| | | |
|---|---|---|
| CS102 | Computer Graphics | 3.15 |
| CS103 | dBase | 3.2 |
| CS108 | Lotus 1-2-3 | 3.3 |
| CS109 | WordPerfect | 3.0 |
| CS112 | Desktop Publishing | 2.5 |
| | **Sub Total** | **5.5-6.5** |

**General Education Electives (choose a minimum of 27.6 quarter hours)**
(You must choose at least one course from each of the General Education areas of Social/Behavioral Science, Math, and Humanities.)

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| **Social and Behavioral Science** | | |
| SOC101 | Introduction to Sociology | 4.8 |
| PSY101 | Introduction to Psychology | 4.8 |
| ECO150 | Consumer Economics | 4.8 |
| ECO201 | Introduction to Economics | 4.8 |
| BUS220 | Human Resource Management | 4.8 |
| **Math** | | |
| MAT100 | Introduction to Mathematics | 4.8 |
| MAT102 | Introduction to Algebra | 4.8 |
| ACC200 | Accounting 2 | 4.8 |
| ACC201 | Accounting 3 | 3.6 |
| **Humanities** | | |
| ART100 | History of Art | 4.8 |
| ART101 | History of Modern Art | 4.8 |
| LIT101 | Introduction to Literature | 4.8 |
| COM200 | Copywriting | 4.8 |
| COM300 | Public Relations | 4.8 |
| | **Sub Total** | **27.6-28.8** |
| | **Program Total** | **92.15-92.9** |



# COMMERCIAL DESIGN

If you are creative, imaginative, like to draw, or have an artistic flair, you possess the distinguishing characteristics of a Commercial Designer.

The Commercial Design program students learn basic design principles and layout techniques used by professionals. You will learn to think creatively and visualize graphically.

There are many avenues to pursue as a Commercial Designer in the graphic arts field, such as advertising, printing, newspapers, magazines, and corporate art departments.

## COMMERCIAL DESIGN

18.0 Months - Days
19.5 Months - Evenings

### VOCATIONAL OBJECTIVE

Upon successful completion of this program the graduate should possess the skills to obtain a position as a graphic designer or a print shop management trainee.

Additional emphasis is placed on people skills, critical thinking skills, and problem solving skills, as well as current graphic design techniques and technology.

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| **General Education Requirements** | | |
| CS100 | Computer Literacy | 3.45 |
| PD100 | Goal Attainment & Decision Making | 2.6 |
| COM100 | Business Writing | 3.6 |
| COM102 | Oral Business Communication | 3.15 |
| | **Sub Total** | **12.8** |
| **Major Requirements** | | |
| GD104 | Rendering | 6.4 |
| GD103 | Typography | 6.35 |
| GD090 | Introduction to Production Art | 6.3 |
| GD100 | Production Art Techniques | 6.2 |
| GD101 | Advertising | 6.25 |
| GD102 | Studio Design | 3.25 |
| GD200 | Job Skills | 2.85 |
| GD300 | Design Practicum | 5.0 |
| BE102 | College Keyboarding 1 | 3.0 |
| ART100 | History of Art | 4.8 |
| ART101 | History of Modern Art | 4.8 |
| | **Sub Total** | **55.2** |

**General Education Electives (choose a minimum of 23.55 quarter hours)**
(You must choose at least one course from each of the General Education areas of Social/Behavioral Science, Math, and Humanities.)

**Social and Behavioral Science**

| | | |
|---|---|---|
| SOC101 | Introduction to Sociology | 4.8 |
| PSY101 | Introduction to Psychology | 4.8 |
| ECO150 | Consumer Economics | 4.8 |
| ECO201 | Introduction to Economics | 4.8 |
| BUS210 | Business Management | 4.8 |
| BUS220 | Human Resource Management | 4.8 |
| BUS300 | Business Law | 4.8 |
| BUS101 | Customer Service | 4.8 |
| BUS200 | Marketing | 4.8 |
| BUS201 | Salesmanship | 3.7 |

**Math**

| | | |
|---|---|---|
| MAT100 | Introduction to Mathematics | 4.8 |
| MAT101 | Business Math | 3.2 |
| MAT102 | Introduction to Algebra | 4.8 |
| ACC100 | Accounting 1 | 3.95 |
| ACC200 | Accounting 2 | 4.8 |
| ACC201 | Accounting 3 | 3.6 |
| ACC300 | Payroll Accounting | 4.3 |
| ACC301 | Personal Income Tax Procedures | 4.8 |

**Humanities**

| | | |
|---|---|---|
| LIT101 | Introduction to Literature | 4.8 |
| COM200 | Copywriting | 4.8 |
| COM300 | Public Relations | 4.8 |
| | **Sub Total** | **23.55-24.0** |
| | **Program Total** | **90.18-91.63** |

# PUBLIC RELATIONS AND GRAPHIC COMMUNICATION

If you have the imaginative and creative abilities of the graphic artist, along with the communication skills of the copywriter and the people skills of a good business administrator, Public Relations and Graphic Communication could be the field for you.

This program teaches all the production art skills of the commercial designer, enabling the student to produce graphic artwork as well as communicate effectively with other artists and the printing industry.

In addition, the student will gain the skills of effective public relations, including using the various media, planning P.R. programs, and producing publications.

Graduates of this program will be in demand in the printing, publishing, and advertising fields. As you gain experience and mastery in your field, advancement and income potential will also increase.

## PUBLIC RELATIONS AND GRAPHIC COMMUNICATION

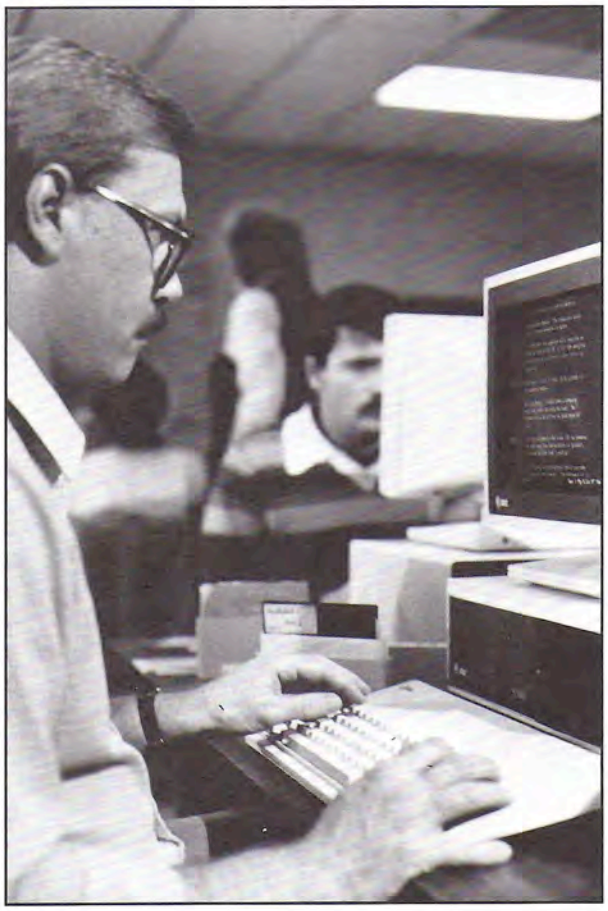
19.5 Months - Days
20.0 Months - Evenings

### VOCATIONAL OBJECTIVE

Upon successful completion of this program the graduate should possess the technical knowledge and creative skills necessary to function successfully in entry level positions in the public relations, printing, and publishing fields. The program emphasizes skills in typography, production art, advertising, copywriting, and customer service.

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| **General Education Requirements** | | |
| CS100 | Computer Literacy | 3.45 |
| PD100 | Goal Attainment & Decision Making | 2.6 |
| COM100 | Business Writing | 3.6 |
| COM102 | Oral Business Communication | 3.15 |
| PD103 | Job Skills | 2.4 |
| MAT100 | Introduction to Mathematics (or) | 4.8 |
| MAT101 | Business Math (or) | 3.2 |
| MAT102 | Introduction to Algebra | 4.8 |
| PSY101 | Introduction to Psychology | 4.8 |
| SOC101 | Introduction to Sociology | 4.8 |
| | **Sub Total** | **24.85-26.45** |

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| **Major Requirements** | | |
| GD103 | Typography | 6.35 |
| GD090 | Introduction to Production Art | 6.3 |
| GD100 | Production Art Techniques | 6.2 |
| GD101 | Advertising | 6.25 |
| GD102 | Studio Design | 3.25 |
| COM200 | Copywriting | 4.8 |
| COM300 | Public Relations | 4.8 |
| BUS101 | Customer Service | 4.8 |
| BUS200 | Marketing | 4.8 |
| BUS201 | Salesmanship | 3.7 |
| BUS300 | Business Law | 4.8 |
| BE102 | College Keyboarding 1 | 3.0 |
| GD311 | Survey of the Printing Industry | 4.8 |
| GD312 | Paper and Printing Estimating | 4.8 |
| **Software (choose two from)** | | |
| CS102 | Computer Graphics | 3.15 |
| CS103 | dBase | 3.2 |
| CS108 | Lotus 1-2-3 | 3.3 |
| CS109 | WordPerfect | 3.0 |
| GD105 | Desktop Publishing for Graphic Designers | 3.2 |
| | **Sub Total** | **70.00-70.35** |
| | **Program Total** | **100.65-102.5** |



# ASSOCIATE OF OCCUPATIONAL STUDIES DEGREE PROGRAM

## ASSOCIATE OF OCCUPATIONAL STUDIES DEGREE IN ADVANCED COMPUTER GRAPHIC DESIGN

# ADVANCED COMPUTER GRAPHIC DESIGN

If you have the imaginative and creative abilities of the graphic artist, the Advanced Computer Graphic Design program could be for you.

This program teaches all the production art skills of the commercial designer, enabling the student to produce graphic artwork.

Graduates of this program will be in demand in the printing, publishing, and advertising fields. As you gain experience and mastery in your field, advancement and income potential will also increase.

## ADVANCED COMMPUTER GRAPHIC DESIGN

16.5 Months - Days
18.0 Months - Evenings

### VOCATIONAL OBJECTIVE

Upon successful completion of this program the graduate will have gained the technical knowledge and creative skills necessary to obtain an entry level position in the graphic design industry. Special emphasis will be placed on using the personal computer and electronic prepress techniques.

| Course Number | Course Title | Quarter Credit Hours |
|---|---|---|
| **Requirements** | | |
| GD090 | Introduction to Production Art | 6.30 |
| GD100 | Production Art Techniques | 6.20 |
| GD101 | Advertising | 6.25 |
| GD102 | Studio Design | 3.25 |
| GD103 | Typography | 6.35 |
| GD104 | Rendering | 6.40 |
| GD200 | Job Skills | 2.85 |
| PD100 | Goal Attainment & Decision Making | 2.60 |
| EPT100 | Prepress Technology & Software | 3.00 |
| EPT110 | Registration | 3.00 |
| EPT200 | Color Prepress | 8.00 |
| EPT300 | Image Halftones | 8.00 |
| EPT310 | Input & Output | 4.00 |
| EPT320 | Proofing & Imagesetting | 4.00 |
| GD300 | Design Practicum | 5.00 |
| CG100 | Introduction to the Field of Computer Graphics | 1.90 |
| CG200 | Design & Production with Computer Graphics | 11.85 |
| CG300 | Advanced Layout Design & Production with Computer Graphics | 6.25 |
| | **Total** | **95.20** |

# GENERAL INFORMATION

## Legal Description

The school is owned by the American Education Development Corporation doing business as Platt College and incorporated under the laws of the State of Colorado. American Education Development Corporation assumes full responsibility for the educational agreements between the school and the student.

## Corporate Officers

Jerald B. Sirbu, President/Treasurer
Sheila A. Sirbu, Vice President/Secretary

Administrative Staff:
Jerald Sirbu, Director
Patricia Simpson, Director of Education
Gary Nelson, Director of Admissions
Suzanne Pimentel, Director of Placement
Margie Rose, Director of Financial Aid
Kim Adamache, Director of Financial Services
Barbara Underwood, Registrar
Traci von Allmen, Student Services Representative
Sheri Buen, Student Loan Manager
Christine Martin, Financial Aid Officer

# ACADEMIC CALENDAR

| Starts | Discovery | Graduation |
|---|---|---|
| 07/12/93 | 07/07/93 | 06/24/93 |
| 08/23/93 | 08/16/93 | 08/26/93 |
| 10/04/93 | 09/27/93 | 10/07/93 |
| 11/15/93 | 11/08/93 | 11/18/93 |
| 01/10/94 | 01/03/94 | 01/13/94 |
| 02/21/94 | 02/14/94 | 02/24/94 |
| 04/04/94 | 03/28/94 | 04/07/94 |
| 05/16/94 | 05/09/94 | 05/19/94 |
| 07/11/94 | 07/06/94 | 06/23/94 |
| 08/22/94 | 08/15/94 | 08/25/94 |
| 10/03/94 | 09/26/94 | 10/06/94 |
| 11/14/94 | 11/07/94 | 11/17/94 |
| 01/09/95 | 01/03/95 | 01/12/95 |
| 02/20/95 | 02/13/95 | 02/23/95 |
| 04/03/95 | 03/28/95 | 04/06/95 |
| 05/15/95 | 05/08/95 | 05/18/95 |
| 07/10/95 | 07/05/95 | 06/22/95 |

## Breaks:

| | |
|---|---|
| 1993 Summer Break | June 28 - July 11, 1993 |
| 1993 Winter Break | December 20, 1993 - January 2, 1994 |
| 1994 Spring Holiday | March 18, 1994 |
| 1994 Summer Break | June 27- July 10, 1994 |
| 1994 Winter Break | December 24, 1994 - January 8, 1995 |
| 1995 Spring Holiday | March 17, 1995 |
| 1995 Summer Break | June 26 - July 9, 1995 |
| 1995 Winter Break | December 23, 1995 - January 7, 1996 |

**The Following Holidays Will Be Observed:**

Memorial Day
Independence Day (Summer Break - 2 Weeks)
Labor Day
Thanksgiving Day
Friday after Thanksgiving
Christmas/New Year (Winter Break - 2 Weeks)

# OUR MISSION

## HELPING YOU HELP YOURSELF
## THE PLATT COLLEGE DIMENSIONS OF DISCOVERY

### COMPUTER SKILLS
- Gain Competence & Proficiency
- Master Essential 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!