

TECHNIQUES DE BUREAUTIQUE Micropublishing and Hypermedia

Currently known as
Document Design and Multimedia Technology

Techniques de bureautique 412-AO Micro-édition et hypermédia 412-AB

Total Number of Credits:	64	Units
General Studies:	660	Hours
Program Specific:	1725	Hours
Total Duration:	2385	Hours

Micropublishing and Hypermedia

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We propose that the name of the program Document Design and Multimedia Technologies be changed to Micropublishing and Hypermedia.

This is the name the Government uses and the name that appears on the Sram admission and application documents.

Techniques de bureautique 412.A0 Micro-édition et hypermédia 412-AB

Rationale for Changes

This program comes under the umbrella of Techniques de bureautique 412.AO. In Techniques de bureautique there are two specializations and in 1999 Vanier selected and began the revision process for the specialization in Micro-édition et hypermédia 412-AB.

The program goals as outlined by the ministry are that:

“The career path is oriented towards equally developing technical computer skills as well as writing and text processing skills. Technicians work exclusively in the production of graphic design, and page layout of different documents. They are also called upon to provide input into content of documents, thereby the need for them to have a good command of English and a sufficient knowledge of French. Among their functions, these individuals provide technical support and act as resource persons among their co-workers or their superiors. They must be creative in order to produce original documents that are attractive and conform to the image of what the organization requires for its projects. Furthermore, these persons must like to work in a computerized environment where technological changes are frequent thus necessitating the need to have an aptitude for quickly adapting to new software. As document production is often demanding, these individuals must be able to manage their time efficiently, resist stress, and be approachable”.

The Millennial Student

The courses developed in 1999 were reflective of the training requirements for students at that time. Since the development of the competencies in 1995 and the development of the courses in 1999 there have been significant changes in this area of study. In addition we have seen a change in the students that are served. We are currently educating the ‘millennial student’. Millennial students are experiential learners who prefer learning by doing and who clearly adapt faster to computer and internet services. Millennial students prefer interactivity, multimedia, graphics and the ability to learn and progress to higher levels (Sweeney, 2006 & Anderson, 2006). The Department strongly believes that in order to continue to develop competent individuals who can function in a variety of business and office settings, and with the ability to meet the demands of the workplace they must have skills and knowledge in business communication, print design and web design.

Part of the goals for this program as set out by the ministry is that students be competent in adjusting to computerized and technological changes. The Department reasons that they must also be able to adapt and adjust to the changes in industry and model this for its students. In order to do this the Department is proposing changes to its current grid.

Consultation

The proposed changes to the program come after consulting with the advisory committee, industry and stage employers, graduates, students, the present faculty and faculty of other departments. This consultation took the form of meetings, surveys, focus groups, round table discussions and evaluations and recommendations from industry and stage employers.

One of the important changes that the Department is recommending is a change to the format and hours of the stage course. Employers, students and faculty consider that students would be better served with a longer stage during the sixth semester once they have completed all their course work.

A Consistent Message

Consultation with the many constituents of the present DDMT has revealed a need for a consistent message describing the program. The proposed changes address this issue to some degree. The recommended course changes will provide a better balance of the three main areas of focus, Business Communication, Print Design and Web Design. Portfolios will better communicate the knowledge and skills students gain in this program. Publication of the many titles, jobs and industries where these grads are employed will help market the program more effectively.

Two New Courses

The other two important changes is the addition of two new courses, Introduction to the Web in first semester and an Intro to Business and Marketing course in the fifth semester. In order to accomplish these essential changes adjustments and modifications were made to several courses in the program. These changes create a better balance of courses within the program. Full details on all the changes are included later in this document.

Overview of Program

The graduates of this program are competent in three main areas, Business Communications, Print Design and Web Design. Students also take courses in Business Administration, Psychology and French.

Business Communications

In the Business Communications courses the students learn to communicate effectively orally and in writing, in English and French. They produce a variety of documents including reports, manuals, spreadsheets, charts and internal publications. To produce these documents they use Microsoft Office software including Word, Excel, Access and PowerPoint as well as Adobe Acrobat and InDesign.

Print Design

In Print Design courses students learn principles of desktop publishing, page layout and design aesthetics. They produce a variety of work including logos, advertisements, newsletters, posters, packaging, business cards, letterhead and promotional documents. To produce this work they use Adobe Photoshop and Illustrator as well as QuarkXpress and InDesign.

Web Design

In Web Design courses students are introduced to notions of writing for the web, user interfaces, navigation and usability. They produce digital images, animations, banners, web pages and interactive web sites using HTML, CSS, Flash and ActionScript. To create online content they use Adobe / Macromedia Dreamweaver and Flash.

Potential Employers

Most businesses need personnel with the knowledge and skills of the graduates to produce a wide range of documentation from correspondence to reports, from ads to marketing campaign materials. Graduates find work in small, medium and large enterprises across all sectors. Some start their own companies as graphic or web designers. Some go on to university studies.

Typical Positions

There is a great variety of titles under which DDMT graduates work including, Administrative Assistant, Assistant Communications Officer, Magazine Layout Artist, Marketing Assistant, Desktop Publisher, Document Design Specialist, Webmaster, Web Designer, Print Shop Technician and many others.

hy-per-me-di-a

[hahy-per-mee-dee-uh]

The definition of hypermedia is “a logical extension of the term hypertext, in which graphics, audio, video, plain text and hyperlinks intertwine to create a generally non-linear medium of information. This contrasts with the broader term multimedia, which may be used to describe non-interactive linear presentations as well as hypermedia. The world wide web is a classic example of hypermedia, whereas a non-interactive cinema presentation is an example of standard multimedia due to the absence of hyperlinks.”

Distribution of Courses

Business Communications

1. Analyzing the Job Function
2. Processing Information I
3. Processing Information II
4. Oral Communication for Business
5. Excel
6. Business Communication
7. Tech Support
8. Career Orientation
9. Report Writing I
10. Report Writing II
11. Oral Communication French
12. Rédaction D'Affaires
13. Translation

Print Layout and Design courses

1. Training Manual
2. Page Layout I
3. Page Layout II
4. Forms Design
5. Promotional Documents I
6. Promotional Documents II
7. Internal Publications
8. Graphic Creation and Digital Image Editing I
9. Graphic Creation and Digital Image Editing II

Web Design

1. Intro to Web
2. Hypertext Documents
3. Multimedia Presentations I
4. Multimedia Presentations II

Integration of all three /Business/Print/Web

1. Managing Multimedia Projects.
2. Stage
3. Interacting in the workplace
4. Business Administration Course

PROPOSED CHANGES TO THE GRID AND COURSES

First Semester

412-HSA -03- Analyzing the Job Function 2-1-1 No Change	OOVN To analyze the profession
412-HSB-05 – Processing Information I 1-4-3 No Change	OOUW To perform word processing operations
412-HSJ-03 Graphic Creation and Digital Image Editing I 1-2-1 No Change	OOVP To create drawings and process images
412-HSE-VA Business Communications Written 1-3-2 Changed (Combined Business Communication I and II. 412-HSE and 412-HSG Original ponderation 1-2-2 / 1-2-2)	OOUZ To produce English text and perform English linguistic revision
412-HTG-VA –Introduction To The Web 1-2-2 New Course See course description p 11	OOV3 To use tools and services related to office work OOUZ To produce and process linguistically English text OOVV To create hypermedia documents

Second Semester

412-HSF-04 Processing Information II 0-4-3 No Change	OOUW To perform word processing operations
412-HSN-03 - Graphic Creation and Digital Image Editing II 1-2-2 No Change	OOVP To create drawings and process images
412-HSR-VA - Forms Design 1-2-2 Moved from semester four	OOVS To design and produce forms
602-HTC-03 - Oral Communication (French) 1-2-2 No Change	OOV1 To communicate using spoken French

Third Semester

412-HSD-03 - Business Communication Oral 1-2-2 No Change	OOUY To communicate using spoken English
412-HSM-05 - Page Layout I 1-4-2 No Change	OOVR To perform page layout operations
412-HSC-04 – Excel 1-3-3 Changed from semester one	OOUX To process and present data
412-HSV-VA – Hypertext 1-4-4 Moved from semester five	OOVV To perform hypermedia documents
350-HSC -04- Interacting in the Workforce 2-2-3 No Change	OOV5 To interact in various work situations
602-HTE-VA - Rédaction D'affaires 2-1-2 Change in hours and ponderation 2-3-3	OOVO To produce French text and perform French linguistic revision.

Fourth Semester

412-HSP-04 -Training Manual 1-3-3 No Change	OOVQ To enter data and produce the graphic design of training manuals
412-HSQ-04- Page Layout II 0-4-3 No Change	OOVR To perform page layout operations
412-HSW-05 - Multimedia Presentations I 1-4-3 Moved from Semester five	OOVW To design and produce multimedia presentations
412-HSS-03 - Report Writing 1-2-2 No Change	OOVT To ensure the quality of written language and produce the graphic design of reports

Fifth Semester

412-HST-03- Report Writing II 1-2-2 No Change	OOVT To ensure the quality of written language and produce the graphic design of reports
412-HSY-03 -Multimedia Presentations II 0-3-2 Moved from Semester six	OOVW To design and produce multimedia presentations
412-HSU-03 - Promotional Documents I 1-2-2 No Change	OOVU To design and produce advertising documents
412-HSZ -05-Internal Publications 1-4-3 No Change	OOVX To ensure the quality of written language and produce the graphic design of in-house bulletins and newsletters.
410-HTA-VA Intro to Business 2-1-2 New Course See course description p 12	OOVV To create hypermedia documents OOVU To design and produce advertising documents OOVS To design and produce forms
602 – HTF-04 Translation 1-3-4 No Change	OOV2 To translate texts

Sixth Semester

412-HTH-VA- Managing Multimedia Projects 1-5-5 Changed from 412-HTB Hours and Ponderation Changed	OOVZ To manage micropublishing projects
412-HSX-03 - Promotional Documents II 0-3-2 No Change	OOVU To design and produce advertising documents
412-HTC-03 - Workforce Integration 2-1-3 No Change	OOV6 To successfully enter the labour market and build a career.
412-HTD -VA- Stage / Customer service Inquiries 1-6-4 Ponderation and Hours Changed from 1-4-3 Competency Added OOV3	OOVY To process requests from clients OOV3 To use tools and services related to office work
412-HSL-04 -Tech Support 1-3-3 Moved from third semester	OOV4 To provide technical support

Proposed New Grid

First Semester					
Courses	Course #	Theory	Lab	Hwrk	Credits
Analyzing the Job Function	412-HSA-03	2	1	1	1 1/3
Processing Information I	412-HSB-05	1	4	3	2 2/3
Digital Image Editing I	412-HSJ-03	1	2	1	1 1/3
Business Communication Written	412-HSE-VA	1	3	2	2
Introduction to the Web	412-HTG-VA	1	2	2	1 2/3
English		2	2	4	2 1/3
French		3	0	3	1
Physical Education		1	1	1	1
Total		12	15	17	13 1/3
Session Total 27 hours					

Second Semester					
Courses	Course #	Theory	Lab	Hwrk	Credits
Processing Information 2	412-HSF-04	0	4	3	2.1/3
Forms Design	412-HSR-VA	1	2	2	1 2/3
Digital Image Editing 2	412-HSN-03	1	2	2	1 2/3
Oral French	602-HTC-03	1	2	2	1 2/3
English		2	2	3	2 1/3
French Block B		3	0	3	2
Complementary		3	0	3	1
Physical Education		0	2	1	1
Total		11	14	18	13 2/3
Session Total 25 hours					

Third Semester					
Courses	Course #	Theory	Lab	Hwrk	Credits
Business Communication oral	412-HTD-03	1	2	2	1 2/3
Page Layout 1	412-HSM-05	1	4	2	2 1/3
Excel	412 HSC-04	1	3	3	2 1/3
Hypertext Documents	412-HSV-VA	1	4	4	3
Interacting in the workplace	350-HSC-04	2	2	3	2 1/3
Redaction D'affaires	602-HTE-VA	2	1	2	1 2/3
Humanities		4	0	3	2 1/3
Total		11	17	19	15 2/3
Session Total 28 hours					

Fourth Semester					
Courses	Course #	Theory	Lab	Hwrk	Credits
Training Manual	412-HSP-04	1	3	3	2 1/3
Page Layout 2	412-HSQ-04	0	4	3	2 1/3
Multimedia Presentations I	412-HSW-05	1	4	3	2 2/3
Report Writing	412-HSS-03	1	2	2	1 2/3
English Block B		2	2	2	2
Humanities		3	0	3	1
Complementary		3	0	3	2
Physical Education		0	2	1	1
Total		11	17	20	15
Session Total 28 hours					

Fifth Semester					
Courses	Course #	Theory	Lab	Hwrk	Credits
Report Writing 2	412-HST-03	1	2	2	1 2/3
Promotional Documents 1	412-HSU-03	1	2	2	1 2/3
Internal Publications	412-HSZ-05	1	4	3	2 2/3
Multimedia Presentation 2	412-HSY-03	0	3	2	1 2/3
Introduction to Business	410-HTA-VA	2	1	2	1 2/3
Translation	602-HTF-04	1	3	4	2 2/3
English		2	2	2	2
Humanities Block B		3	0	3	1
Total		11	17	20	15
Session Total 28 hours					

Sixth Semester					
Courses	Course #	Theory	Lab	Hwrk	Credits
Managing Multimedia Projects	412-HTH-VA	1	5	5	3 2/3
Promotional Documents 2	412-HSX-03	0	3	2	1 2/3
Workforce Integration	412-HTC-03	2	1	3	2
Stage	412-HTD-VA	1	6	4	3 2/3
Technical Support	412-HSL-04	1	3	3	2 1/3
Total		6	17	17	13 1/3
Session Total 16 hours plus stage					

Description of new courses

INTRO TO THE WEB

Course Description

In this introductory web course, students will learn about the web technologies, internet services, online applications and web standards. Students will also be introduced the structure of the internet and telecommunications in general.

At the conclusion of this course students will understand the vocabulary or jargon of the web that they probably already use, but without an in-depth understanding. Terms, protocols and concepts such as web server, mail server, router, hub, switch, ethernet, firewall, http, ftp, ssh, pop, css, html, xhtml, java, javascript, xml, plug-in, spam, phishing, w3c and usability will be demystified.

Finally, students will apply the theoretical knowledge they have acquired, producing a series of online projects using some of the technologies they have studied and concepts they have learned.

OOV3 To use tools and services related to office work

Elements of the Competency

3. To exchange files and information by electronic means.
 - 3.2 Correct file conversion, compression and decompression.
 - 3.4 Correct use of various techniques to ensure the confidentiality and security of information transmitted by electronic means.

5. To search for information
 - 5.1 Clear definition of data and information required.
 - 5.2 Efficient search for information on the Internet.
 - 5.3 Efficient search for information using electronic means.

OOUZ To produce and process linguistically English text

Elements of the Competency

- 1.To Interpret the request
 - 1.1 Accurate and rapid understanding of the message to be conveyed.
 - 1.2 Immediate clarification of unclear details when necessary.
 - 1.3 Appropriate collection of elements required to write the text
 - 1.4 Correct identification of target audience.
 - 1.5 Appropriate selection of mode of transmission.
- 2.To write the texts.
 - 2.4 Correct selection of level of language to match target audience and context.
 - 2.5 Relevance of content.
 - 2.6 Clear and coherent writing of the text
 - 2.7 Use of appropriate vocabulary and style.
 - 2.8 Correct application of checking techniques
 - 2.9 Consistent attention to the quality of text presentation.

OOVV To create hypermedia documents

Elements of the Competency

- 3.To Plan the work
 - 3.1 Determination of a logical structure for the files designed to reduce the length of the pages and the number of links on each page.
- 4.To Prepare the content elements
 - 4.1 Appropriate search for, selection, creation and digitization of images.
 - 4.6 Correct conversion of existing files into hypertext format.

NEW BUSINESS COURSE OFFERED BY BUSINESS ADMINISTRATION

Introduction to Business Course Description

In this introductory business course, students will learn about the dynamic environment in which businesses operate and acquire some information about Internet marketing, sales promotion, publicity, public relations, and personal selling and the major trends that are affecting businesses today.

Students will also be introduced to issues of business ethics. An emphasis on how to deal with the needs of a client from the perspective of a graphics person that is trying to capture the goals of a campaign in their work.

The course will examine the process by which integrated marketing communication programs are planned, developed, and executed as well as the various factors and considerations that influence this process. From a practical perspective, the objective of this course is to answer the question, How do I successfully design, deliver and budget an advertising and promotional campaign??

OOVV To create hypermedia documents

Elements of the Competency

- 1.To analyze the request received from the client
 - 1.3 Identification of the target clientele and the objectives sought.
 - 1.4 Identification of the requirements, preferences and budgetary restrictions of the client.
- 2.To create a concept for the document
 - 2.2 Establishment of an original and relevant information presentation strategy
 - 2.4 Submission for approval of a concept in accordance with the client's request.

OOVU To design and produce advertising documents

Elements of the Competency

- 1.To analyze the request received from the client.
 - 1.1 Identification of the nature, characteristics and conditions of use of the advertising document
 - 1.2 Identification of the budgetary restrictions and deadlines.
 - 1.4 Identification of the characteristics of the products, services or activities concerned and of the target clientele
- 2.To create a concept for the document
 - 2.2 Conceiving of original ideas for the advertising message and visual elements.
 - 2.4 Analysis of the possibilities and submission for approval of a final concept in accordance with the client's request.

OOVS To design and produce forms

Elements of the Competency

- 1.To analyze the request received from the client.
 - 1.2 Identification of the budgetary restrictions and deadlines.
 - 1.6 Identification of standardization requirements within the business.

Competencies by course for the Document design and Multimedia Technology Program (Micro Publishing and Hypermedia) 412-AO																															
	1	1	1	1	1	2	2	2	2	3	3	3	3	3	3	4	4	4	4	5	5	5	6	6	6	5	6	6	5	5	6
Competencies : rows Courses: columns	Analyzing the job function	Processing information 1	Digital image editing 1	Intro to the web	Business communications	Processing information 2	Forms Design	Digital Image editing 2	French oral	Business communications oral	Page layout 1	Excel	Hypertext Documents	Interacting in the workplace	Redaction D'affaires	Training Manual	Page layout 2	Multimedia Presentations 1	Report writing 1	Report writing 2	Promotional Documents 1	Internal Publications	Promotional Documents 2	Stage	Multimedia presentations 2	Workforce integration	Tech support	Introduction to Business	Translation	Managing Multimedia projects	
To perform word processing operations		X				X																									
To process and present data												X																			
To communicate using spoken English										X																					
To produce English texts and perform English linguistic revision				X	X																										
To produce French texts and perform French linguistic revision															X																
To communicate using spoken French									X																						
To translate texts																														X	
To use tools and services relating to office work.				X																				X							
To provide technical support																											X				
To interact in various work situations														X																	
To successfully enter the labour market and build a career																											X				
To analyze the profession	X																														
To create drawings and process images			X					X																							
To enter data and produce the graphic design of training manuals																X															
To perform page layout operations										X							X														
To design and produce forms							X																						X		
To ensure the quality of written language and produce the graphic design of reports																			X	X											
To design and produce advertising documents																					X		X						X		
To create hypermedia documents				X									X																X		
To design and produce multimedia presentations																		X							X						
To ensure the quality of written language and produce the graphic design of in-house bulletins and newsletters																						X									
To process requests from clients																								X							
To manage micropublishing projects																															X

1ST SEMESTER (8 COURSES)

PREREQUISITES

412-HSA-03	ANALYZING THE JOB FUNCTION
412-HSB-05	PROCESSING INFORMATION 1
412-HSE-VA	BUSINESS COMMUNICATION (WRITTEN)
412-HSJ-03	GRAPHIC CREATION AND DIGITAL IMAGE EDITING 1
412-HTG-VA	INTRODUCTION TO THE WEB

ALSO ADD: ENGLISH, PHYSICAL EDUCATION AND FRENCH A (LEVEL TO BE DETERMINED BY MODERN LANGUAGES DEPARTMENT).

2ND SEMESTER (8 COURSES)

412-HSF-04	PROCESSING INFORMATION 2	R:412-HSB,
412-HSN-03	GRAPHIC CREATION AND DIGITAL IMAGE EDITING 2	R:412-HSJ
412-HSR-VA	FORMS DESIGN	
602-HTC-03	ORAL COMMUNICATION (FRENCH)	

ALSO ADD: ENGLISH, FRENCH (B), PHYSICAL EDUCATION AND COMPLEMENTARY

3RD SEMESTER (7 COURSES)

412-HSD-03	BUSINESS COMMUNICATION (ORAL)
412-HSC-04	EXCEL
412-HSM-05	PAGE LAYOUT 1
412-HSV-VA	HYPertext DOCUMENTS
350-HSC-04	INTERACTING IN THE WORKPLACE
602-HTE-VA	REDACTION D'AFFAIRES

ALSO ADD: HUMANITIES

4TH SEMESTER (8 COURSES)

412-HSP-04	TRAINING MANUAL	R:412-HSC,HSF,HSM
412-HSQ-04	PAGE LAYOUT 2	R:HSM,HSJ
412-HSW-05	MULTIMEDIA PRESENTATIONS 1	R:412-HSN-03 AND R:412-HSJ
412-HSS-03	REPORT WRITING LEVEL 1	R:412-HSC,HSG,HSJ,HSK

ALSO ADD: ENGLISH (B), HUMANITIES, COMPLEMENTARY AND PHYSICAL EDUCATION

5TH SEMESTER (8 COURSES)

412-HST-03	REPORT WRITING - LEVEL 2	412-HSS-03
412-HSU-03	PROMOTIONAL DOCUMENTS 1	412-HSN-03 AND 412-HSQ-04
412-HSZ-05	INTERNAL PUBLICATIONS	
412-HSY-03	MULTIMEDIA PRESENTATIONS 2	R:412-HSN-03 AND R:412-HSJ
602-HTF-04	TRANSLATION	
410-HTA-VA	INTRODUCTION TO BUSINESS	

ALSO ADD: ENGLISH AND HUMANITIES (BLOCK B)

6TH SEMESTER (6 COURSES - STUDENTS MAY ADD 1 COURSE FROM THEIR PROGRAM IF NEEDED)

412-HSX-03	PROMOTIONAL DOCUMENTS 2	R:412-HSC,HSJ,HSK,HSN,HSQ
412-HTD-VA	STAGE/CUSTOMER SERVICE INQUIRIES	A:412-HSC,HSK,HSN,HSQ
412-HTH-VA	MANAGING MULTIMEDIA PROJECTS	
412-HTC-03	WORKFORCE INTEGRATION AND CAREER ORIENTATION	
412-HSL-04	TECHNICAL SUPPORT	

IN ADDITION TO PASSING THE ABOVE COURSES, STUDENTS MUST PASS THE ENGLISH EXIT EXAM AND A COMPREHENSIVE ASSESSMENT.

Competencies by Area of Focus

	Business Communications	Print Design	Web Design
To perform word processing operations	X		
To process and present data	X		
To communicate using spoken English	X		
To produce English texts and perform English linguistic revision	X		X
To produce French texts and perform French linguistic revision	X		
To communicate using spoken French	X		
To translate texts	X		
To use tools and services relating to office work.	X	X	X
To provide technical support	X	X	X
To interact in various work situations	X	X	X
To successfully enter the labour market and build a career	X	X	X
To analyze the profession	X	X	X
To create drawings and process images		X	X
To enter data and produce the graphic design of training manuals	X	X	
To perform page layout operations		X	
To design and produce forms	X	X	
To ensure the quality of written language and produce the graphic design of reports	X	X	
To design and produce advertising documents	X	X	
To create hypermedia documents	X		X
To design and produce multimedia presentations			X
To ensure the quality of written language and produce the graphic design of in-house bulletins and newsletters	X	X	X
To process requests from clients	X	X	X
To manage micropublishing projects	X	X	X

January 31, 2007

Course Title:	Rédaction d'affaires
Number:	602-HTE-VA
Competency:	OOVO To produce and revise French texts
Ponderation:	2-1-2
Credits:	1 2/3
Lab Requirements:	1 hour
Course Description	
<p>This course prepares students to produce French texts and perform French linguistic revisions. They will learn to plan, compose, correct and improve text content. Software: Word (MS Office Professional). They will be able to write business letters, business email, memos, information letters, cover letters, resumes, and offers of service and responses to complaints.</p>	
Achievement Context	Learning Context
<ul style="list-style-type: none"> Using a computer and Word processor software. Using verbal and written instructions. Writing texts reflecting the professional nature of the company. Length of texts is function of the student proficiency in French: texts of 200 words maximum for students with a 100 Placement level in French, 300 words maximum for students with a 101 Placement level in French, 400 words maximum for students with a 102 Placement level in French, 500 words for students with a 103 Placement level in French, reflecting the professional nature of the company Using requests for corrections of written texts on paper or files reflecting the professional nature of the company; length of texts being corrected is function of the level of proficiency in French according to the Placement level of the student. Using dictionaries; grammar, and reference tools 	<ul style="list-style-type: none"> In the classroom, and computer laboratory. Using information sources available on the Internet help files & software guides. Using appropriate paper references in a library according to the written communication situation. Lectures and readings leading to written exercises in class and at home.
Element I: Interpret the request	
Performance Criteria	Learning Outcome
<ol style="list-style-type: none"> Interpret quickly and correctly the message to be transmitted. Clarify immediately unclear and vague details. Gather appropriate facts necessary for the draft wording. Identify correctly to whom the text will be sent or addressed. Choose an appropriate method of transmittal. 	<p>To interpret requests, the student will be able to:</p> <ul style="list-style-type: none"> Identify the main topic of the request. Understand the purpose of the request. Have a clear idea of the receptors of the message for internal or external communications. Decide on the form of the message: e-mail, memo, letter, etc. Plan work in order to respect deadlines.
Element II: Compose the text	
Performance Criteria	Learning Outcome
<ol style="list-style-type: none"> Set up the draft of the text. Develop the different parts of the text in a logical order. Apply correct grammatical and spelling rules. 	<p>To organize the work to be performed in order to write the business text, the student</p>

<p>2.4 Apply a level of language appropriate to the target recipient and subject matter.</p> <p>2.5 Check the relevancy of the content.</p> <p>2.6 Choose coherent and precise composition.</p> <p>2.7 Choose appropriate vocabulary and style.</p> <p>2.8 Use proper verification techniques.</p>	<p>will be able to:</p> <ul style="list-style-type: none"> • Apply a logical step by step procedure. • Have a clear object whatever the form of the document is (e-mail, memo, and letter) in order to inform the reader in a glance on the content of the document. • Draw up a plan or draft including main topic, ideas to be developed and facts, proofs or arguments required. • Apply a step by step procedure to correct grammatical and spelling rules. • Use a general or specific vocabulary appropriate to the recipient and subject matter. • Have a clear idea of what the recipient knows, does not know and needs to know in order to understand the message.
<p>Element III: Correct the text.</p>	
<p><u>Performance Criteria</u></p> <p>3.1 Read text efficiently and rapidly.</p> <p>3.2 Spot errors quickly.</p> <p>3.3 Correct grammatical, spelling, and punctuation errors.</p> <p>3.4 Correct inappropriate phrases.</p> <p>3.5 Correct <i>Anglicisms</i></p>	<p><u>Learning Outcome</u></p> <p>To correct the text, the student will be able to:</p> <ul style="list-style-type: none"> • Use language and spelling tools on a computer. • Be able to search and locate required information in reference books: dictionaries, grammar, Bescherelle, etc.
<p>Element IV : Enhance the text</p>	
<p><u>Performance Criteria</u></p> <p>4.1 Read text efficiently and rapidly.</p> <p>4.2 Highlight the main ideas of the text.</p> <p>4.3 Eliminate repetition.</p> <p>4.4 Make necessary modifications to the structure.</p>	<p><u>Learning Outcome</u></p> <p>To enhance the text, the student will be able to:</p> <ul style="list-style-type: none"> • Apply different reading techniques to double check clear comprehension of the text. • Apply different techniques to highlight important parts of the text: bold, underline, etc. • Look for synonyms in a dictionary. • Respect the rule of one topic per sentence, one sentence per topic, when there is no logical relation between two ideas. • Build a complex sentence when two ideas or more have a clear logical relation. • Eliminate repetition by applying the structure of the basic sentence in French: Subject + Verb + obligatory complements • Enrich sentence constructions by adding to a basic sentence structure Subject + Verb + obligatory complements +

	facultative complements.
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Course Title	Introduction to Business
Course Code	410-HTA-VA
Competencies	OOVU To design and produce advertising documents OOVS To design and produce forms OOVV To create hypermedia documents
Ponderation	2-1-2
Credits	1 2/3
Prerequisites	
Links: Backward	None
Forward	
Current Semester	

Course Description

In this introductory business course, students will learn about the dynamic environment in which businesses operate and the major trends that are affecting businesses today. There will be an emphasis on how to deal with the needs of a client from the perspective of a graphics' person that is trying to capture the goals of a campaign (target market, psychographics, demographics, Big Idea etc.) in their work.

This course will also introduce the student to the field of advertising and promotion. The emphasis will be on the role of advertising and other promotional elements in the integrated marketing communications program of an organization. The course will examine the process by which integrated marketing communication programs are planned, developed, and executed as well as the various factors and considerations that influence this process. From a practical perspective, the objective of this course is to answer the following question, "How do I successfully design and deliver an advertising and promotional campaign?"

achievement context	learning context
<ul style="list-style-type: none"> • Based on data typical of a company and its environment. • Based on the policies, standards and procedures of a company. • Using all relevant reference documents • Based on a request or need. • Using a network computer system and current software applications. • Respecting the marketing strategy and established budget. • In cooperation with resource personnel. • Using equipment and materials required to produce promotional tools. • Using appropriate reference documents. • Based on pertinent regulations. 	<ul style="list-style-type: none"> • In the classroom. • Using current business publications and data on the environment. • Using case studies. • In consultation with professional codes of conduct. • In conjunction with advertising executives • Using presentation software. • Given a product/service, reposition or increase its market share.

<p>Competency : OOVs To design and produce forms OOVU To design and produce advertising documents OOVV To create hypermedia documents</p>	
<p>Element 1: To analyze the request received from the client.</p>	
<p>Performance Criteria OOVU</p> <p>2.1 Identification of the nature, characteristics and conditions of use of the advertising document</p> <p>2.2 Identification of the budgetary restrictions and deadlines</p> <p>1.4 Identification of the characteristics of the products, services or activities concerned and of the target clientele</p> <p>Performance Criteria OOVV</p> <p>1.3 Identification of the target clientele and the objectives sought</p> <p>1.4 Identification of the requirements, preferences and budgetary restrictions of the client</p> <p>Performance Criteria OOVs</p> <p>1.5 Identification of the budgetary restriction and deadlines</p> <p>1.6 Identification of standardization requirements with the business</p>	<p>Learning Outcome</p> <p>To analyze the request received from the client, the student will be able to:</p> <ul style="list-style-type: none"> ▪ Examine and evaluate marketing communication tools, personnel selling, sales promotions, advertising and publicity. ▪ Understand the product concept, the nature of product, product lines and mixes, brands, branding strategy and packaging. ▪ Identify and analyze the environment in which marketing and sales activities take place. ▪ Identify the budgetary needs for the client and respect the deadlines ▪ Understand, with respect to an identity, the relevance and importance of standardization.
<p>Element 2: To create a concept for the document</p>	
<p>Performance Criteria OOVV</p> <p>2.2 Establishment of an original and relevant information presentation strategy</p> <p>2.4 Submission for approval of a concept in accordance with the client's request.</p> <p>Performance Criteria OOVU</p> <p>2.1 Conceiving of original ideas for the advertising message and visual elements.</p> <p>2.4 Analysis of the possibilities and submission for approval of a final concept in accordance with the client's request.</p>	<p>Learning Outcomes</p> <p>To Create a concept for the document the student will be able to</p> <ul style="list-style-type: none"> ▪ Describe marketing environments and their impact on developing an integrated marketing communication campaign. ▪ Explain the benefits of setting communication objectives. ▪ Determine what role the various promotional elements will play in the achievement of the firm's objectives. ▪ Analyze past advertising campaigns: assess their effectiveness and propose possible improvements. ▪ Know the links between consumer behavior and the communication process. ▪ Given the media plan, develop a creative advertising strategy . ▪ Plan a message strategy and develop the appropriate message execution style. ▪ Identify how the structure of a persuasive message can influence its effectiveness. ▪ Recognize the role and importance of public relations as a promotional tool.

	<ul style="list-style-type: none">▪ Differentiate between the different types of press releases available.▪ Set up an appropriate Integrated Marketing Communication campaign upon review and analysis of a company's marketing strategy.▪ Develop the appropriate creative strategy
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Course Title:	Business Communications
Number:	412-HSE-VA
Competency:	OOUZ: To produce English texts and perform English linguistic revision
Ponderation:	1-3-2
Credits:	2
Lab Requirements:	Yes
Course Description	
This course prepares students to produce texts in English and how to make linguistic revisions. Students learn to plan, compose, correct and improve texts. Software: Word (MS Office Professional).	
Achievement Context	Learning Context
<ul style="list-style-type: none"> ▪ Using a workstation and word processing software application. ▪ Composing texts of 1000 words maximum typically found in the business world. ▪ Correcting texts of 1500 words maximum on electronic and paper files in office format 	<ul style="list-style-type: none"> ▪ Using information sources ▪ Using word processing software ▪ Writing text using correct grammar, spelling and punctuation
Element II: To write the text	
Performance Criteria	Learning Outcome
2.1 Appropriate determination of the drafting plan 2.2 Appropriate development of the various sections of the text 2.3 Strict application of grammar and spelling rules	To write the text, the student will be able to <ul style="list-style-type: none"> ▪ Determine the drafting plan ▪ Construct the various parts of the text ▪ Use correct grammar and spelling
Element III: To summarize text	
Performance Criteria	Learning Outcome
3.1 Efficient and rapid reading of the text 3.2 Identification of the main ideas in the text 3.3 Correct transposition of the main ideas into key terms 3.4 Correct transposition of the main ideas into a minimum number of very short sentences 3.5 Rapid production of an accurate and concise summary 3.6 Strict application of grammar and spelling rules	To summarize text, the student will be able to <ul style="list-style-type: none"> ▪ Read the text ▪ List the main ideas ▪ Convert the main ideas into key words ▪ Paraphrase the main ideas into short sentences ▪ Compose the summary ▪ Use correct grammar and spelling

Element IV: To correct texts	
Performance Criteria	Learning Outcome
4.1 Efficient and rapid reading of the text 4.2 Quick error detection 4.3 Appropriate correction of grammar, punctuation and spelling mistakes 4.4 Appropriate correction of incorrect terms 4.5 Appropriate replacement of <i>gallicisms</i>	To correct text, the student will be able to <ul style="list-style-type: none"> ▪ Read the text ▪ Recognize errors ▪ Use correct grammar, punctuation and spelling ▪ Use correct terminology
Element V: To improve text content	
Performance Criteria	Learning Outcome
5.1 Efficient and rapid reading of the text 5.2 Identification of the main ideas in the text 5.3 Appropriate elimination of repetitions 5.4 Appropriate changes to text structure 5.5 Improvements to sentence construction 5.6 Appropriate selection of level of language 5.7 Appropriate vocabulary enrichment	To improve text content, the student will be able to <ul style="list-style-type: none"> ▪ Read the text ▪ State the main ideas ▪ Correct errors in sentence construction and repetitions ▪ Modify text structure ▪ Apply appropriate level of language

Course Title:	Managing Multimedia Projects
Number:	412-HTH-VA
Competency:	OOVZ: To manage micropublishing projects.
Ponderation:	1-5-5
Credits:	3 ^{2/3}
Lab Requirements:	yes

Course Description

This course prepares student to manage and coordinate all the steps involved in creating a micropublishing project from analyzing needs, budgeting time, material resources, coordinating job tasks, and deciding on appropriate software for work to be executed. Students also learn to create an online portfolio. All software.

Achievement Context

- In response to requests with or without restrictions.
- In connection with simultaneous projects, carried out on an individual or team basis.
- Using a work schedule.
- Using a multimedia computer workstation.
- Using software user's guides.
- In compliance with the Acts and regulations concerning information.
- In compliance with business policy on records management.
- In compliance with procedures, standards, policies and quality requirements within the business.
- Observing ergonomic rules.

Learning Context

- In the classroom and laboratory.
- Using information sources available on the Internet
- Reinstalling software, formatting and updates.
- Lectures and lab work leading to final projects
- Using business policies and procedures when required

Element I: To analyze the repercussions of a new project on existing projects.

Performance Criteria

- 1.1 Accurate assessment of the complexity of the new project.
- 1.2 Accurate assessment of the time required for the work to be performed in-house.
- 1.3 Accurate assessment of the time required for the work to be performed outside the business.
- 1.4 Monitoring of on-going projects.
- 1.5 Setting priorities.
- 1.6 Updating of the work schedule to ensure that deadlines for all projects are met.

Learning Outcome

To analyze the repercussions of a new project on existing projects the student will be able to:

- Adapt to required tasks and understands deadlines.
- Solve technical tasks.
- Foresee the completed work.

Element II: To organize the work to be performed outside the business.

Performance Criteria

- 2.1 Appropriate negotiation of prices, fees and deadlines.
- 2.2 Appropriate definition of requirements concerning page layout performed outside the business.
- 2.3 Appropriate preparation of requirements and data for

Learning Outcome

To organize the work to be performed outside the business the student will be able to:

- Negotiate schedule and remuneration

<p>2.4 technical work to be performed by specialized firms. Appropriate forwarding of requests to outside resources.</p>	<p>issues.</p> <ul style="list-style-type: none"> • Delegate the different tasks.
<p>Element III : To plan material resources.</p>	
<p>Performance Criteria</p> <p>3.1 Accurate assessment of needs. 3.2 Strict verification of existing needs. 3.3 Appropriate ordering of required supplies.</p>	<p>Learning Outcome</p> <p>To plan material resources the student will be able to:</p> <ul style="list-style-type: none"> • Use proper media. • Search and locate required needs. • Resolve troubleshooting issues.
<p>Element IV : To complete projects.</p>	
<p>Performance Criteria</p> <p>4.1 Appropriate and efficient performance of work relating to various projects. 4.2 Efficient organization of the time to be devoted to each project. 4.3 Appropriate coordination of one’s individual work with the team’s work and outside work. 4.4 Appropriate monitoring of work performed outside the business. 4.5 Efficient contribution to the maintaining of high quality interpersonal relations. 4.6 Efficient resolution of technical, interpersonal and organizational problems. 4.7 Compliance with deadlines and negotiated agreements for all projects. 4.8 Strict application of the quality standards of the business. 4.9 Submission of the completed work to the supervisor for approval before delivery to the client.</p>	<p>Learning Outcome</p> <p>To complete projects the student will be able to:</p> <ul style="list-style-type: none"> • Work under strict schedules. • Maintain communication with the client. • Maintain communication with a team. • Complete projects on time. • Test and fix technical problems as they arise. • Respect demands from the client. • Facilitate communication between a team.
<p>Element V : To produce production reports.</p>	
<p>Performance Criteria</p> <p>5.1 Strict compilation of in-house and outside work time for each project. 5.2 Correct production of relevant reports. 5.3 Appropriate updating of diagrams to illustrate the progress achieved overall and for each project individually.</p>	<p>Learning Outcome</p> <p>To produce production reports the student will be able to:</p> <ul style="list-style-type: none"> • Submit the expected report.
<p>Element VI : To store information.</p>	
<p>Performance Criteria</p> <p>6.1 Coding of documents in compliance with the classification 6.2 Filing system in compliance with the classification plan. 6.3 Efficient filing of documents and files. 6.4 Filing of information in computerized form in compliance with the requirements of the business. 6.5 Strict application of the Acts and regulations concerning information. 6.6 Strict application of the policy of the business concerning records managements.</p>	<p>Learning Outcome</p> <p>To store information the student will:</p> <ul style="list-style-type: none"> • Archive files in a computerized form. • Identify locations for files and folders.

Course Title:	Customer Service Inquiries (Stage)
Number:	412-HTD-VA
Competency:	OOVZ: To process requests from clients OOV3 To use tools and services relating to office work
Ponderation:	2-5-4
Credits:	3 2/3
Lab Requirements:	Yes
Course Description	
This course culminates in a three-week stage in industry. This stage enables students to integrate and apply the knowledge acquired during their studies in the Micropublishing and Hypermedia program.	
Achievement Context	Learning Context
<p>In response to requests to produce documents.</p> <p>Using information transmitted in writing, by telephone or in person.</p> <p>Using a work schedule.</p> <p>Using information on costs relating to material resources, in-house and outside human resources, and outside professional services.</p> <p>Using price lists.</p> <p>Using samples and models.</p> <p>Using a computer workstation, word processing, graphic, hypermedia, database and spreadsheet applications.</p> <p>Using dictionaries, grammar guides, reference tools and software user's guides, telephone and postal code directories.</p> <p>In compliance with procedures, standards, policies and quality requirements within the business.</p> <p>Observing ergonomic guidelines.</p> <p>In typical work situations.</p> <p>Using a multi-function telephone.</p> <p>Using a fax machine and photocopier.</p> <p>Using a computer workstation connected to Internet, office automation applications and telecommunications tools.</p> <p>Using data encryption and file compression and decompression software.</p> <p>In compliance with the Acts and regulations concerning information.</p>	<p>In an office environment</p> <p>Prepare and design documents using appropriate software.</p> <p>Using transmitted information to produce documents respecting a deadline.</p> <p>Assess costs related to the production of documents.</p> <p>Use reference tools and software help and guides.</p> <p>Use office equipment and the Internet</p> <p>Use file compression software.</p>

Element 1: To receive the request	
<p>Performance Criteria</p> <p>1.1 Polite and courteous contacts with the client.</p> <p>1.2 Strict applications of telephone etiquette</p> <p>1.3 Relevance of comments and vocabulary.</p> <p>1.4 Correct handling of incoming mail.</p> <p>1.5 Detailed noting of all elements of the request.</p> <p>1.6 Settlement of a reasonable deadline for a formal proposal to be presented to the client.</p>	<p>Learning Outcome</p> <ul style="list-style-type: none"> ▪ Establish appropriate contact with the client. ▪ Use incoming mail to gather all information needed for the request. ▪ Determine an appropriate deadline for presentation of a proposal to the client.
Element 2: To design various ways of completing the project	
<p>Performance Criteria</p> <p>2.1 Verification of the information received.</p> <p>2.2 Appropriate contacts with the client to obtain further information.</p> <p>2.3 Consideration of the characteristics of the request, and the requirements and restrictions expressed by the client.</p> <p>2.4 Preparation of original proposals for presentation to the client.</p>	<p>Learning Outcome</p> <ul style="list-style-type: none"> ▪ Establish a schedule based on information received. ▪ Contact the client for further information. ▪ Recognize all requirements and restrictions from the client. ▪ Design original proposals.
Element 3: To establish the price of each proposal to be presented	
<p>Performance Criteria</p> <p>3.1 Realistic estimate of time required for completion.</p> <p>3.2 Consideration of human and material resources needs and their cost.</p> <p>3.3 Correct establishment of the price to be quoted to the client.</p> <p>3.4 Approval of the proposals by the supervisor before presentation to the client.</p>	<p>Learning Outcome</p> <ul style="list-style-type: none"> ▪ Predict the time required to complete the proposal. ▪ Assess all needed resources for the proposal. ▪ Establish the quotations. ▪ Communicate the proposals to the supervisor for approval.

Element 4: To present the proposals to the client	
<p>Performance Criteria</p> <p>4.1 Clear and precise explanation of each proposal.</p> <p>4.2 Courtesy and politeness.</p> <p>4.3 Constant emphasis on product and service quality.</p> <p>4.4 Consistent attention to quality of spoken language.</p>	<p>Learning Outcome</p> <ul style="list-style-type: none"> ▪ Use concise and precise language to communicate proposals. ▪ Point out the quality of the product and service.
Element 5: To negotiate and finalize the agreement.	
<p>Performance Criteria</p> <p>5.1 Consideration of the reactions, objections and proposals of the client.</p> <p>5.2 Presentation of relevant and realistic alternative solutions.</p> <p>5.3 Rapid estimation of financial repercussions.</p> <p>5.4 Establishment of an acceptable solution.</p> <p>5.5 Self-assurance.</p> <p>5.6 Compliance with professional ethics.</p>	<p>Learning Outcome</p> <ul style="list-style-type: none"> ▪ Comply with the client's requests. ▪ Formulate alternative solutions respecting financial constraints. ▪ Negotiate a solution.
Element 6: To prepare a final proposal.	
<p>Performance Criteria</p> <p>6.1 Preparation of a final proposal and cover letter containing no mistakes and in compliance with the presentation standards.</p> <p>6.2 Submission of documents to supervisor for approval.</p> <p>6.3 Appropriate forwarding of final proposal to the client.</p> <p>6.4 Compliance with deadlines.</p> <p>6.5 Appropriate follow-up action on the file.</p>	<p>Learning Outcome</p> <ul style="list-style-type: none"> ▪ Prepare and communicate a final proposal to the supervisor for approval within the deadline. ▪ Show a final proposal to the client. ▪ Determine appropriate follow-up.

Element 7: To deliver the product.	
Performance Criteria 7.1 Correct preparation of the invoice. 7.2 Selection of appropriate mode of delivery for the type of work concerned. 7.3 Compliance with deadlines and the agreement negotiated. 7.4 Appropriate follow-up action with client.	Learning Outcome <ul style="list-style-type: none"> ▪ Prepare and send the invoice using the appropriate mode of delivery. ▪ Respect deadlines according to the project. ▪ Use a follow-up procedure.
Element 8: To organize the information.	
Performance Criteria 8.1 Appropriate organization of data on material and human resources, clients, contacts, suppliers and prices. 8.2 Efficient creation of a database and of an image bank. 8.3 Correct operation of a database and of an image bank.	Learning Outcome Create, use and maintain a database related to all needed information.
OOV3 To use tools and services relating to office work	
Element 1: To use a multi-function telephone.	
Performance Criteria 1.1 Optimum use of available functions. 1.2 Efficient organization of a conference call. 1.3 Correct use of a voicemail box. 1.4 Optimum use of a telephone directory.	Learning Outcome <ul style="list-style-type: none"> ▪ Use a telephone system correctly. ▪ Prepare conference calls. ▪ Use voicemail box and a telephone directory.
Element 2: To process traditional mail.	
Performance Criteria 2.1 Appropriate reception of incoming mail. 2.2 Correct preparation of outgoing mail. 2.3 Selection of an appropriate mail and courier services according to situation. 2.4 Appropriate use of a postal code directory	Learning Outcome <ul style="list-style-type: none"> ▪ Receive incoming mail and prepare outgoing mail. ▪ Use appropriate mail and courier services.
Element 4: To exchange information by fax	
Performance Criteria 4.1 Correct use of a conventional fax machine. 4.2 Appropriate handling of paper and cartridges. 4.3 Correct use of a fax-modem.	Learning Outcome Use and handle a fax machine and a fax-modem appropriately.
Element 6: To reproduce documents.	

Performance Criteria	Learning Outcome
6.1 Optimum use of photocopier options. 6.2 Appropriate handling of paper and cartridges.	Use and handle a photocopier appropriately.

Course Title:	Intro to the Web
Number:	412-HT6-VA
Competency:	OOV3-To use the tools and services related to office work OOUZ -To produce and process linguistically English text. OOVV-To create hypertext documents
Ponderation:	1-3-2
Credits:	2
Lab Requirements:	yes
<u>Achievement Context.</u> Using a computer workstation connected to the internet, software for the office and telecommunication tools. Summarizing texts of approximately 2000 words using dictionaries, grammar books and reference sources Using a multimedia internet linked computer station dedicated to the creation of hypermedia documents.	<u>Learning Context</u> <ul style="list-style-type: none"> • In a classroom and computer lab. • With media display technologies. • Using internet browser software. • Using internet utility software. • Using content creation software. • Using design software.
<u>Element III: OOV3 To Exchange information electronically</u>	
<u>Performance Criteria</u> 3.1 Optimum use of the possibilities provided by in-house email services, the internet and electronic bulletin boards and discussion groups 3.2 Correct file conversion, compression and decompression. 3.3 Optimum use of an electronic agenda 3.4 Correct use of various techniques to ensure the confidentiality and security of information transmitted by electronic means.	<u>Learning Outcome</u> To Exchange information electronically the student will be able to: <ul style="list-style-type: none"> • Identify file formats. • Select appropriate formats for the intended application. • Manage files and folders. • Encrypt and password-protect files for transfer. • Transfer files using various software, utilities and protocols.
<u>Element V: OOV3 To search for information</u>	
<u>Performance Criteria</u> 5.1 Clear definition of data and information required. 5.2 Efficient search for information on the Internet. 5.3 Efficient search for information using electronic means.	<u>Learning Outcome</u> To search for information the student will be able to: <ul style="list-style-type: none"> • Analyze the desired results. • Choose the appropriate application or service. • Complete the required tasks to perform the data query. • Analyze results. • Refine search strategy. • Filter query results.
<u>Element 1: OOUZ To produce and process linguistically English text To Interpret the request</u>	
<u>Performance Criteria</u> 1.1 Accurate and rapid understanding of the message to be conveyed. 1.2 Immediate clarification of unclear details when	<u>Learning Outcome</u> To Interpret the request the student will be able to : <ul style="list-style-type: none"> • Define the purpose of the text. • Determine the intended audience.

<p>necessary.</p> <p>1.3 Appropriate collection of elements required to write the text.</p> <p>1.4 Correct identification of target audience.</p> <p>1.5 Appropriate selection of mode of transmission.</p>	<ul style="list-style-type: none"> • Brainstorm.
<p><u>Element II: OOUZ To produce and process linguistically English text</u> To write the texts.</p>	
<p>2.4 Correct selection of level of language to match target audience and context.</p> <p>2.5 Relevance of content.</p> <p>2.6 Clear and coherent writing of the text</p> <p>2.7 Use of appropriate vocabulary and style.</p> <p>2.8 Correct application of checking techniques</p> <p>2.9 Consistent attention to the quality of text presentation.</p>	<p><u>Learning Outcome</u></p> <p>To write the text the student will be able to:</p> <ul style="list-style-type: none"> • Organize and outline appropriate content for the text. • Draft and revise the text. • Proofread and revise the text. • Publish the text using the appropriate media.
<p><u>Element III: OOVV To create Hypermedia Documents</u> To Plan the work.</p>	
<p><u>Performance Criteria</u></p> <p>3.1 Determination of a logical structure for the files designed to reduce the length of the pages and the number of links on each page.</p>	<p><u>Learning Outcome</u></p> <p>To plan the work students will be able to:</p> <ul style="list-style-type: none"> • Determine a site plan. • Establish naming conventions and directory structure for required media. • Produce a site standards document.
<p><u>Element IV: OOVV To create Hypermedia Documents</u> To Prepare the content elements</p>	
<p><u>Performance Criteria</u></p> <p>4.1 Appropriate search for, selection, creation and digitization of images.</p> <p>4.6 Correct conversion of existing files into hypertext format.</p>	<p><u>Learning Outcome</u></p> <p>To prepare the content elements the student will be able to:</p> <ul style="list-style-type: none"> • Determine the appropriate format for media elements. • Create the required content elements. • Publish the required content elements in an appropriate format. • Insert content elements into the hypermedia text. • Publish the text to the established location.