

ELECTRONIC PUBLISHING

Education at Work



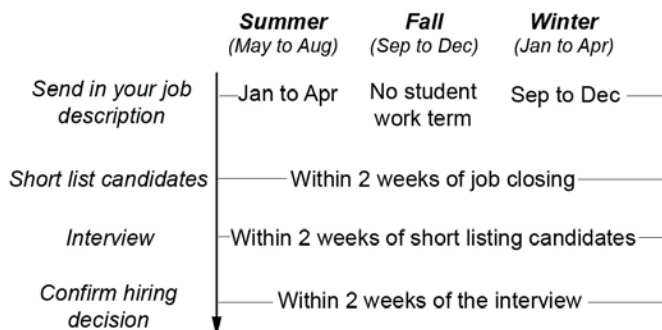
Our Program

Mount Royal electronic publishing students are professional communicators, whose skills are in demand in an information-rich and rapidly evolving print and multimedia world. Students gain transferable skills that can be applied across public and private sectors in publishing, commercial art, advertising, marketing, corporate communications and information technology. They can communicate an organization's message through multiple media platforms, both digitized and traditional, with technical expertise and creative flair.

Electronic publishing students receive specialized education in print and new media production and design, with a strong focus on the publishing industry. Electronic publishing students are most commonly employed as publishing assistants, print and web writers, graphic designers, new media artists, and production specialists, to name a few. Students enrolled in the four-year Bachelor of Applied Communications program spend a total of six on-campus semesters learning what it takes to be among the best in their profession. In addition to their academics, students also receive intensive workplace preparation to help them succeed in their Directed Field Studies.

Before electronic publishing students begin to work for you, they receive top-notch instruction in state-of-the-art facilities.

Student Availability



Student Skills and Abilities

GRAPHIC DESIGN & LAYOUT

- Create digital illustrations (charts, graphs, tables, animation, storyboards, logos and branding)
- Demonstrate layout, building templates and proof-of-concepts and formatting
- Produce traditional and digital photography, photo editing, imaging and stylistics
- Perform various desktop publishing skills in Adobe Photoshop, Illustrator and InDesign to create newsletters, brochures and booklets

PUBLISHING

- Manage pre-press techniques, production and printing logistics
- Output through various media: web, magazines, books, newspapers and online publications
- Oversee marketing and distribution
- Understand ethical, legal and industry standards
- Engage in project management

INTERNET/WEB DEVELOPMENT

- Design, create and maintain company websites
- Develop web content for online publications, e-zines and corporate websites
- Create multimedia development of learning tools such as CDs and digital presentations
- Program in HTML, XML, JavaScript, Flash and GoLive
- Work with both MAC and PC platforms

WRITING/EDITING

- Write for corporate and business settings
- Develop content for print and web
- Write articles and stories, script writing
- Edit, copy-edit and production editing

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Get Involved Today!

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