



TRAINING TO GO...
WE DELIVER



**GENERAL SERVICES ADMINISTRATION
AUTHORIZED FEDERAL SUPPLY SERVICE
CORPORATE CONTRACT SCHEDULE PRICELIST**

- SIN C U 012** – IT SOFTWARE, EQUIPMENT, AND TELECOMMUNICATIONS TRAINING
SIN C D301 – IT FACILITY OPERATION AND MAINTENANCE SERVICES
SIN C D302 – IT SYSTEMS DEVELOPMENT SERVICES
SIN C D304 – IT TELECOMMUNICATIONS AND TRANSMISSION SERVICES
SIN C D306 – IT SYSTEMS ANALYSIS SERVICES
SIN C D307 – AUTOMATED INFORMATION SYSTEM DESIGN AND INTEGRATION SERVICES
SIN C D308 – PROGRAMMING SERVICES
SIN C D310 – IT BACKUP AND SECURITY SERVICES
SIN C D311 – IT DATA CONVERSION SERVICES
SIN C D313 – COMPUTER AIDED DESIGN/COMPUTER AIDED MANUFACTURING SERVICES
SIN C D316 – TELECOMMUNICATIONS NETWORK MANAGEMENT SERVICES
SIN C D317 – AUTOMATED NEWS SERVICES, DATA SERVICES, OR OTHER INFORMATION SERVICES
SIN C D399 – OTHER ADP AND TELECOMMUNICATIONS SERVICES
SIN C R701 – ADVERTISING SERVICES
SIN C R708 – PUBLIC RELATIONS SERVICES
SIN C R422 – MARKET RESEARCH AND PUBLIC OPINION SERVICES

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Contract Number: GS-00F-0084N
Period Covered by Contract: August 10, 2005 through August 9, 2010
General Services Administration
Federal Supply Service
Price list current through Modification #15, dated 06/23/2009

Products and ordering information in this Authorized FSS Schedule Price list are also available on the GSA *Advantage!* System. Agencies can browse GSA *Advantage!* by accessing GSA's Home Page via Internet at www.fss.gsa.gov.

TABLE OF CONTENTS

INFORMATION FOR ORDERING ACTIVITIES 3

TERMS AND CONDITIONS APPLICABLE TO PURCHASE OF TRAINING COURSES
FOR GENERAL PURPOSE INFORMATION TECHNOLOGY EQUIPMENT AND
SOFTWARE 11

TERMS AND CONDITIONS APPLICABLE TO INFORMATION TECHNOLOGY (IT)
PROFESSIONAL SERVICES 14

EEI COMMUNICATIONS’S COURSE DESCRIPTIONS – CLASSROOM AND ON-LINE..... 23

EEI COMMUNICATIONS’S IT PROFESSIONAL SERVICES DESCRIPTIONS 72

EEI COMMUNICATIONS’S ADVERTISING & INTEGRATED MARKETING
SOLUTIONS LABOR CATEGORY DESCRIPTIONS 76

EEI COMMUNICATIONS’S GSA FSS AUTHORIZED IT TRAINING AND SERVICES PRICING ... 87

INFORMATION FOR ORDERING ACTIVITIES
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SPECIAL NOTICE TO AGENCIES:

Small Business Participation

SBA strongly supports the participation of small business concerns in the Federal Supply Schedules Program. To enhance Small Business Participation SBA policy allows agencies to include in their procurement base and goals, the dollar value of orders expected to be placed against the Federal Supply Schedules, and to report accomplishments against these goals.

For orders exceeding the micropurchase threshold, FAR 8.404 requires agencies to consider the catalogs/pricelists of at least three schedule contractors or consider reasonably available information by using the GSA Advantage!™ on-line shopping service (www.fss.gsa.gov). The catalogs/pricelists, GSA Advantage!™ and the Federal Supply Service Home Page (www.fss.gsa.gov) contain information on a broad array of products and services offered by small business concerns.

This information should be used as a tool to assist ordering activities in meeting or exceeding established small business goals. It should also be used as a tool to assist in including small, small disadvantaged, and women-owned small businesses among those considered when selecting pricelists for a best value determination.

For orders exceeding the micropurchase threshold, customers are to give preference to small business concerns when two or more items at the same delivered price will satisfy their requirement.

1. GEOGRAPHIC SCOPE OF CONTRACT

Domestic delivery is delivery within the 48 contiguous states, Alaska, Hawaii, Puerto Rico, Washington, DC, and U.S. Territories. Domestic delivery also includes a port or consolidation point, within the aforementioned areas, for orders received from overseas activities.

2. CONTRACTOR'S ORDERING ADDRESS

EEI Communications
66 Canal Center Plaza
Suite 200
Alexandria, VA 22314
Phone: 703.683.0683
Fax: 703.683.4915

CONTRACTOR'S SERVICE AREA

All Government locations within the scope of the contract.

CONTRACTOR'S PAYMENT ADDRESS

EEI Communications
66 Canal Center Plan
Suite 200
Alexandria, VA 22314
Phone: 703.683.0683
Fax: 703.683.4915

Contractors are required to accept the Government purchase card for payments equal to or less than the micro-purchase threshold for oral or written delivery orders. Government purchase cards will be acceptable for payment above the micro-purchase threshold. In addition, bank account information for wire transfer payments will be shown on the invoice.

The following telephone number (s) can be used by ordering agencies to obtain technical and/or ordering assistance:

703.683.0683

3. LIABILITY FOR INJURY OR DAMAGE

The Contractor shall not be liable for any injury to Government personnel or damage to Government property arising from the use of equipment maintained by the Contractor, unless such injury or damage is due to the fault or negligence of the Contractor.

4. STATISTICAL DATA FOR GOVERNMENT ORDERING ACTIVITY COMPLETION OF STANDARD FORM 279

Block 9: G. Order/Modification Under Federal Schedule

Block 16: Data Universal Numbering System (DUNS): **084919489**

Block 30: Type of Contractor: **Large Business**

Block 31: Woman-Owned Small Business: **No**

Block 36: Contractor's Taxpayer Identification Number (TIN): **54-1063402**

a. Cage Code: **7P204**

b. Contractor has registered with the Central Contractor Registration Database.

5. FOB DESTINATION

6. DELIVERY SCHEDULE

a. **Time of Delivery:** The contractor shall deliver to destination within the number of calendar days after receipt of order (ARO), as set forth below.

**Items or Groups
of Items (SIN or
Nomenclature)**

ALL

**Delivery Time
(Days ARO)**

As negotiated between Ordering Agency
and Contractor

b. **Urgent Requirements:** When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering agency, agencies are encouraged, if time permits, to contact the contractor for the purpose of obtaining accelerated delivery. The contractor shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by the contractor in writing.) If the contractor offers an accelerated delivery time acceptable to the ordering agency, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract.

7. DISCOUNTS

Prices shown are NET Prices; Basic Discounts have been deducted.

- a. Prompt Payment: If paid NET10 1.5% for invoice between \$500-\$1999; 3% for invoice \$2000 or greater.
- b. Quantity: None
- c. Dollar Volume: None
- d. Government Educational Institutions: Government Educational Institutions are offered the same discounts as all other Government customers.

8. TRADE AGREEMENTS ACT OF 1979, AS AMENDED

All items are U.S. made end products, designated country end products, Caribbean Basin country end products, Canadian end products, or Mexican end products as defined in the Trade Agreements Act of 1979, as amended.

9. STATEMENT CONCERNING AVAILABILITY OF EXPORT PACKING

Export packing is available at extra cost outside the scope of this contract.

10. SMALL REQUIREMENTS

The minimum dollar value of orders to be issued is \$100.00.

11. MAXIMUM ORDER

\$500,000

12. ORDERING PROCEDURES FOR FEDERAL SUPPLY SCHEDULE CONTRACTS

Ordering activities shall use the ordering procedures of Federal Acquisition Regulation (FAR) 8.405 when placing an order or establishing a BPA for supplies or services. These procedures apply to all schedules.

- a. FAR 8.405-1 Ordering procedures for supplies, and services not requiring a statement of work.
- b. FAR 8.405-2 Ordering procedures for services requiring a statement of work.

13. FEDERAL INFORMATION TECHNOLOGY/TELECOMMUNICATION STANDARDS REQUIREMENTS

Ordering activities acquiring products from this Schedule must comply with the provisions of the Federal Standards Program, as appropriate (reference: NIST Federal Standards Index). Inquiries to determine whether or not specific products listed herein comply with Federal Information Processing Standards (FIPS) or Federal Telecommunication Standards (FED-STDS), which are cited by ordering activities, shall be responded to promptly by the Contractor.

13.1 FEDERAL INFORMATION PROCESSING STANDARDS PUBLICATIONS (FIPS PUBS)

Information Technology products under this Schedule that do not conform to Federal Information Processing Standards (FIPS) should not be acquired unless a waiver has been granted in accordance with the applicable "FIPS Publication." Federal Information Processing Standards Publications (FIPS PUBS) are issued by the U.S. Department of Commerce, National Institute of

Standards and Technology (NIST), pursuant to National Security Act. Information concerning their availability and applicability should be obtained from the National Technical Information Service (NTIS), 5285 Port Royal Road, Springfield, Virginia 22161. FIPS PUBS include voluntary standards when these are adopted for Federal use. Individual orders for FIPS PUBS should be referred to the NTIS Sales Office, and orders for subscription service should be referred to the NTIS Subscription Officer, both at the above address, or telephone number (703) 487-4650.

13.2 FEDERAL TELECOMMUNICATION STANDARDS (FED-STDS)

Telecommunication products under this Schedule that do not conform to Federal Telecommunication Standards (FED-STDS) should not be acquired unless a waiver has been granted in accordance with the applicable "FED-STD." Federal Telecommunication Standards are issued by the U.S. Department of Commerce, National Institute of Standards and Technology (NIST), pursuant to National Security Act. Ordering information and information concerning the availability of FED-STDS should be obtained from the GSA, Federal Supply Service, Specification Section, 470 East L'Enfant Plaza, Suite 8100, SW, Washington, DC 20407, telephone number (202)619-8925. Please include a self-addressed mailing label when requesting information by mail. Information concerning their applicability can be obtained by writing or calling the U.S. Department of Commerce, National Institute of Standards and Technology, Gaithersburg, MD 20899, telephone number (301)975-2833.

14. CONTRACTOR TASKS / SPECIAL REQUIREMENTS (C-FSS-370) (NOV 2001)

- a. Security Clearances: The Contractor may be required to obtain/possess varying levels of security clearances in the performance of orders issued under this contract. All costs associated with obtaining/possessing such security clearances should be factored into the price offered under the Multiple Award Schedule.
- b. Travel: The Contractor may be required to travel in performance of orders issued under this contract. Allowable travel and per diem charges are governed by Pub .L. 99-234 and FAR Part 31, and are reimbursable by the ordering agency or can be priced as a fixed price item on orders placed under the Multiple Award Schedule. The Industrial Funding Fee does NOT apply to travel and per diem charges.
- c. Certifications, Licenses and Accreditations: As a commercial practice, the Contractor may be required to obtain/possess any variety of certifications, licenses and accreditations for specific FSC/service code classifications offered. All costs associated with obtaining/possessing such certifications, licenses and accreditations should be factored into the price offered under the Multiple Award Schedule program.
- d. Insurance: As a commercial practice, the Contractor may be required to obtain/possess insurance coverage for specific FSC/service code classifications offered. All costs associated with obtaining/possessing such insurance should be factored into the price offered under the Multiple Award Schedule program.
- e. Personnel: The Contractor may be required to provide key personnel, resumes or skill category descriptions in the performance of orders issued under this contract. Ordering activities may require agency approval of additions or replacements to key personnel.

- f. **Organizational Conflicts of Interest:** Where there may be an organizational conflict of interest as determined by the ordering activity, the Contractor's participation in such order may be restricted in accordance with FAR Part 9.5.
- g. **Documentation/Standards:** The Contractor may be requested to provide products or services in accordance with rules, regulations, OMB orders, standards and documentation as specified by the ordering activity's order.
- h. **Data/Deliverable Requirements:** Any required data/deliverables at the ordering level will be as specified or negotiated in the ordering activity's order.
- i. **Government-Furnished Property:** As specified by the agency's order, the Government may provide property, equipment, materials or resources as necessary.
- j. **Availability of Funds:** Many ordering activity's operating funds are appropriated for a specific fiscal year. Funds may not be presently available for any orders placed under the contract or any option year. The ordering activity's obligation on orders placed under this contract is contingent upon the availability of appropriated funds from which payment for ordering purposes can be made. No legal liability on the part of the ordering activity for any payment may arise until funds are available to the ordering Contracting Officer.

15. CONTRACT ADMINISTRATION FOR ORDERING ACTIVITIES

Any ordering activity, with respect to any one or more delivery orders placed by it under this contract, may exercise the same rights of termination as might the GSA Contracting Officer under provisions of FAR 52.212-4, Paragraphs (1) Termination for the Government's Convenience, and (m) Termination for Cause (See C.1.).

16. GSA ADVANTAGE!

GSA Advantage! is an on-line, interactive electronic information and ordering system that provides on-line access to vendors' schedule prices with ordering information. *GSA Advantage!* Will allow the user to perform various searches across all contracts including, but not limited to:

- (a) Manufacturer
- (b) Manufacturer's Part Number; and
- (c) Product category(ies).

Ordering activities can browse *GSA Advantage!* by accessing the Internet World Wide Web utilizing a browser (ex: Netscape). The Internet address is <http://www.gsa.gov>.

17. PURCHASE OF INCIDENTAL

NOTE: Open Market Items are also known as incidental items, noncontract items, non-Schedule items, and items not on a Federal Supply Schedule contract. ODCs (Other Direct Costs) are not part of this contract and should be treated as open market purchases. Ordering Activities procuring open market items must follow FAR 8.402(f).

For administrative convenience, an ordering activity contracting officer may add items not on the Federal Supply Multiple Award Schedule (MAS) -- referred to as open market items -- to a Federal

Supply Schedule blanket purchase agreement (BPA) or an individual task or delivery order, **only if-**

- (1) All applicable acquisition regulations pertaining to the purchase of the items not on the Federal Supply Schedule have been followed (e.g., publicizing (Part 5), competition requirements (Part 6), acquisition of commercial items (Part 12), contracting methods (Parts 13, 14, and 15), and small business programs (Part 19));
- (2) The ordering activity contracting officer has determined the price for the items not on the Federal Supply Schedule is fair and reasonable;
- (3) The items are clearly labeled on the order as items not on the Federal Supply Schedule; and
- (4) All clauses applicable to items not on the Federal Supply Schedule are included in the order.

18. CONTRACTOR COMMITMENTS, WARRANTIES AND REPRESENTATIONS

a. For the purpose of this contract, commitments, warranties and representations include, in addition to those agreed to for the entire schedule contract:

- (1) Time of delivery/installation quotations for individual orders;
- (2) Technical representations and/or warranties of products concerning performance, total system performance and/or configuration, physical, design and/or functional characteristics and capabilities of a product/equipment/ service/software package submitted in response to requirements which result in orders under this schedule contract.
- (3) Any representations and/or warranties concerning the products made in any literature, description, drawings and/or specifications furnished by the contractor.

b. The above is not intended to encompass items not currently covered by the GSA Schedule Contract.

19. OVERSEAS ACTIVITIES

The terms and conditions of this contract shall apply to all orders for installation, maintenance and repair of equipment in areas listed in the pricelist outside the 48 contiguous states and the District of Columbia, except as indicated below:

None

Upon request of the contractor, the ordering activity may provide the contractor with logistics support, as available, in accordance with all applicable ordering activity regulations. Such ordering activity support will be provided on a reimbursable basis, and will only be provided to the Contractor's technical personnel whose services are exclusively required for the fulfillment of the terms and conditions of this contract.

20. BLANKET PURCHASE AGREEMENTS (BPAs)

The use of BPAs under any schedule contract to fill repetitive needs for supplies or services is allowable. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPA and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). Ordering activities shall follow FAR 8.405-3 when creating and implementing BPA(s).

21. CONTRACTOR TEAM ARRANGEMENTS

Contractors participating in contractor team arrangements must abide by all terms and conditions of their respective contracts. This includes compliance with Clauses 552.238-74, Industrial Funding Fee and Sales Reporting, i.e., each contractor (team member) must report sales and remit the IFF for all products and services provided under its individual contract.

22. INSTALLATION, DEINSTALLATION, REINSTALLATION

The Davis-Bacon Act (40 U.S.C. 276a-276a-7) provides that contracts in excess of \$2,000 to which the United States or the District of Columbia is a party for construction, alteration, or repair (including painting and decorating) of public buildings or public works with the United States, shall contain a clause that no laborer or mechanic employed directly upon the site of the work shall received less than the prevailing wage rates as determined by the Secretary of Labor. The requirements of the Davis-Bacon Act do not apply if the construction work is incidental to the furnishing of supplies, equipment, or services. For example, the requirements do not apply to simple installation or alteration of a public building or public work that is incidental to furnishing supplies or equipment under a supply contract. However, if the construction, alteration or repair is segregable and exceeds \$2,000, then the requirements of the Davis-Bacon Act applies.

The ordering activity issuing the task order against this contract will be responsible for proper administration and enforcement of the Federal labor standards covered by the Davis-Bacon Act. The proper Davis-Bacon wage determination will be issued by the ordering activity at the time a request for quotations is made for applicable construction classified installation, deinstallation, and reinstallation services under SIN 132-8.

23. SECTION 508 COMPLIANCE

If applicable, Section 508 compliance information on the supplies and services in this contract are available in Electronic and Information Technology (EIT) at the following: **Please contact EEI Communications directly at (703) 6833-0683 for specific information on Section 508 compliance.**

The EIT standard can be found at: www.Section508.gov/.

24. PRIME CONTRACTOR ORDERING FROM FEDERAL SUPPLY SCHEDULE

Prime Contractors (on cost reimbursement contracts) placing orders under Federal Supply Schedules, on behalf of an ordering activity, shall follow the terms of the applicable schedule and authorization and include with each order –

- a. A copy of the authorization from the ordering activity with whom the contractor has the prime contract (unless a copy was previously furnished to the Federal Supply Schedule contractor); and
- b. The following statement:
This order is placed under written authorization from _____ dated _____.
In the event of any inconsistency between the terms and conditions of this order and those of your Federal Supply Schedule contract, the latter will govern.

25. INSURANCE—WORK ON A GOVERNMENT INSTALLATION (JAN 1997)(FAR 52.228-5)

- a. The Contractor shall, at its own expense, provide and maintain during the entire performance of this contract, at least the kinds and minimum amounts of insurance required in the Schedule or elsewhere in the contract.
- b. Before commencing work under this contract, the Contractor shall notify the Contracting Officer in writing that the required insurance has been obtained. The policies evidencing required insurance shall contain an endorsement to the effect that any cancellation or any material change adversely affecting the Government's interest shall not be effective—
 - (1) For such period as the laws of the State in which this contract is to be performed prescribe; or
 - (2) Until 30 days after the insurer or the Contractor gives written notice to the Contracting Officer, whichever period is longer.
- c. The Contractor shall insert the substance of this clause, including this paragraph (c), in subcontracts under this contract that require work on a Government installation and shall require subcontractors to provide and maintain the insurance required in the Schedule or elsewhere in the contract. The Contractor shall maintain a copy of all subcontractors' proofs of required insurance, and shall make copies available to the Contracting Officer upon request.

26. SOFTWARE INTEROPERABILITY

Offerors are encouraged to identify within their software items any component interfaces that support open standard interoperability. An item's interface may be identified as interoperable on the basis of participation in a Government agency-sponsored program or in an independent organization program. Interfaces may be identified by reference to an interface registered in the component registry located at <http://www.core.gov>.

27. ADVANCE PAYMENTS

A payment under this contract to provide a service or deliver an article for the United States Government may not be more than the value of the service already provided or the article already delivered. Advance or pre-payment is not authorized or allowed under this contract. (31 U.S.C. 3324).

**TERMS AND CONDITIONS APPLICABLE TO PURCHASE OF
TRAINING COURSES FOR GENERAL PURPOSE COMMERCIAL INFORMATION
TECHNOLOGY EQUIPMENT AND SOFTWARE**

1. SCOPE

- a. The Contractor shall provide training courses normally available to commercial customers, which will permit ordering activity users to make full, efficient use of general purpose commercial IT products. Training is restricted to training courses for those products within the scope of this solicitation.
- b. The Contractor shall provide training at the Contractor's facility and/or at the ordering activity's location, as agreed to by the Contractor and the ordering activity.

2. ORDER

Written orders, EDI orders (GSA Advantage! and FACNET), credit card orders, and orders placed under blanket purchase agreements (BPAs) shall be the basis for the purchase of training courses in accordance with the terms of this contract. Orders shall include the student's name, course title, course date and time, and contracted dollar amount of the course.

3. TIME OF DELIVERY

The Contractor shall conduct training on the date (time, day, month, and year) agreed to by the Contractor and the ordering activity.

4. CANCELLATION AND RESCHEDULING

- a. The ordering activity will notify the Contractor at least seventy-two (72) hours before the scheduled training date, if a student will be unable to attend. The Contractor will then permit the ordering activity to either cancel the order or reschedule the training at no additional charge. In the event the training class is rescheduled, the ordering activity will modify its original training order to specify the time and date of the rescheduled training class.
- b. In the event the ordering activity fails to cancel or reschedule a training course within the time frame specified in paragraph a, above, the ordering activity will be liable for the contracted dollar amount of the training course. The Contractor agrees to permit the ordering activity to reschedule a student who fails to attend a training class within ninety (90) days from the original course date, at no additional charge.
- c. The ordering activity reserves the right to substitute one student for another up to the first day of class.
- d. In the event the Contractor is unable to conduct training on the date agreed to by the Contractor and the ordering activity, the Contractor must notify the ordering activity at least seventy-two (72) hours before the scheduled training date.

5. FOLLOW-UP SUPPORT

The Contractor agrees to provide each student with unlimited telephone support for a period of one (1) year from the completion of the training course. During this period, the student may contact the Contractor's instructors for refresher assistance and answers to related course curriculum questions.

6. PRICE FOR TRAINING

The price that the ordering activity will be charged will be the ordering activity training price in effect at the time of order placement, or the ordering activity price in effect at the time the training course is conducted, whichever is less.

7. INVOICES AND PAYMENT

Invoices for training shall be submitted by the Contractor after ordering activity completion of the training course. Charges for training must be paid in arrears (31 U.S.C. 3324). **PROMPT PAYMENT DISCOUNT, IF APPLICABLE, SHALL BE SHOWN ON THE INVOICE.**

8. FORMAT AND CONTENT OF TRAINING

- a. The Contractor shall provide written materials (i.e., manuals, handbooks, texts, etc.) normally provided with course offerings. Such documentation will become the property of the student upon completion of the training class.
- b. For hands-on training courses, there must be a one-to-one assignment of IT equipment to students.
- c. The Contractor shall provide each student with a Certificate of Training at the completion of each training course.
- d. The Contractor shall provide the following information for each training course offered:
 - (1) The course title and a brief description of the course content, to include the course format (e.g., lecture, discussion, hands-on training);
 - (2) The length of the course;
 - (3) Mandatory and desirable prerequisites for student enrollment;
 - (4) The minimum and maximum number of students per class;
 - (5) The locations where the course is offered;
 - (6) Class schedules; and
 - (7) Price (per student, per class (if applicable)).
- e. For those courses conducted at the ordering activity's location, instructor travel charges (if applicable), including mileage and daily living expenses, must be indicated below. Rates paid as a result of travel must comply with the Federal Travel Regulation or Joint Travel

Regulations, as applicable, in effect on the date(s) the travel is performed. Contractors cannot use GSA city pair contracts. The IFF does not apply to per diem charges.

9. “NO CHARGE” TRAINING

The Contractor shall describe any training provided with equipment and/or software provided under this contract, free of charge, in the space provided below.

None

<p style="text-align: center;">TERMS AND CONDITIONS APPLICABLE TO INFORMATION TECHNOLOGY (IT) PROFESSIONAL SERVICES</p>
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1. SCOPE

- a. The prices, terms and conditions stated under Special Item Number 132-51 Information Technology Professional Services apply exclusively to IT Services within the scope of this Information Technology Schedule.
- b. The Contractor shall provide services at the Contractor's facility and/or at the ordering activity location, as agreed to by the Contractor and the ordering activity.

2. PERFORMANCE INCENTIVES

- a. Performance incentives may be agreed upon between the Contractor and the ordering activity on individual orders or Blanket Purchase Agreements, under this contract in accordance with this clause..
- b. The ordering activity must establish a maximum performance incentive price for these services and/or total solutions on individual orders or Blanket Purchase Agreements.
- c. Incentives should be designed to relate results achieved by the contractor to specified targets. To the maximum extent practicable, ordering activities shall consider establishing incentives where performance is critical to the ordering activity's mission and incentives are likely to motivate the contractor. Incentives shall be based on objectively measurable tasks.

3. ORDER

- a. Agencies may use written orders, EDI orders, blanket purchase agreements, individual purchase orders, or task orders for ordering services under this contract. Blanket Purchase Agreements shall not extend beyond the end of the contract period; all services and delivery shall be made and the contract terms and conditions shall continue in effect until the completion of the order. Orders for tasks which extend beyond the fiscal year for which funds are available shall include FAR 52.232-19 Availability of Funds for the Next Fiscal Year. The purchase order shall specify the availability of funds and the period for which funds are available.
- b. All task orders are subject to the terms and conditions of the contract. In the event of conflict between a task order and the contract, the contract will take precedence.

4. PERFORMANCE OF SERVICES

- a. The Contractor shall commence performance of services on the date agreed to by the Contractor and the ordering activity.

- b. The Contractor agrees to render services only during normal working hours, unless otherwise agreed to by the Contractor and the ordering activity.
- c. The Agency should include the criteria for satisfactory completion for each task in the Statement of Work or Delivery Order. Services shall be completed in a good and workmanlike manner.
- d. Any Contractor travel required in the performance of IT Services must comply with the Federal Travel Regulation or Joint Travel Regulations, as applicable, in effect on the date(s) the travel is performed. Established Federal Government per diem rates will apply to all Contractor travel. Contractors cannot use GSA city pair contracts.

5. STOP-WORK ORDER (FAR 52.242-15) (AUG 1989)

(a) The Contracting Officer may, at any time, by written order to the Contractor, require the Contractor to stop all, or any part, of the work called for by this contract for a period of 90 days after the order is delivered to the Contractor, and for any further period to which the parties may agree. The order shall be specifically identified as a stop-work order issued under this clause. Upon receipt of the order, the Contractor shall immediately comply with its terms and take all reasonable steps to minimize the incurrence of costs allocable to the work covered by the order during the period of work stoppage. Within a period of 90 days after a stop-work is delivered to the Contractor, or within any extension of that period to which the parties shall have agreed, the Contracting Officer shall either-

- (1) Cancel the stop-work order; or
- (2) Terminate the work covered by the order as provided in the Default, or the Termination for Convenience of the Government, clause of this contract.

(b) If a stop-work order issued under this clause is canceled or the period of the order or any extension thereof expires, the Contractor shall resume work. The Contracting Officer shall make an equitable adjustment in the delivery schedule or contract price, or both, and the contract shall be modified, in writing, accordingly, if-

- (1) The stop-work order results in an increase in the time required for, or in the Contractor's cost properly allocable to, the performance of any part of this contract; and
- (2) The Contractor asserts its right to the adjustment within 30 days after the end of the period of work stoppage; provided, that, if the Contracting Officer decides the facts justify the action, the Contracting Officer may receive and act upon the claim submitted at any time before final payment under this contract.

(c) If a stop-work order is not canceled and the work covered by the order is terminated for the convenience of the Government, the Contracting Officer shall allow reasonable costs resulting from the stop-work order in arriving at the termination settlement.

(d) If a stop-work order is not canceled and the work covered by the order is terminated for default, the Contracting Officer shall allow, by equitable adjustment or otherwise, reasonable costs resulting from the stop-work order.

6. INSPECTION OF SERVICES

The Inspection of Services–Fixed Price (AUG 1996) clause at FAR 52.246-4 applies to firm-fixed price orders placed under this contract. The Inspection–Time-and-Materials and Labor-Hour (JAN 1986) clause at FAR 52.246-6 applies to time-and-materials and labor-hour orders placed under this contract.

7. RESPONSIBILITIES OF THE CONTRACTOR

The Contractor shall comply with all laws, ordinances, and regulations (Federal, State, City, or otherwise) covering work of this character. If the end product of a task order is software, then FAR 52.227-14 (Deviation – May 2003) Rights in Data – General, may apply.

8. RESPONSIBILITIES OF THE ORDERING ACTIVITY

Subject to security regulations, the ordering activity shall permit Contractor access to all facilities necessary to perform the requisite IT Services.

9. INDEPENDENT CONTRACTOR

All IT Services performed by the Contractor under the terms of this contract shall be as an independent Contractor, and not as an agent or employee of the Government.

10. ORGANIZATIONAL CONFLICTS OF INTEREST

a. Definitions.

“Contractor” means the person, firm, unincorporated association, joint venture, partnership, or corporation that is a party to this contract.

“Contractor and its affiliates” and “Contractor or its affiliates” refers to the Contractor, its chief executives, directors, officers, subsidiaries, affiliates, subcontractors at any tier, and consultants and any joint venture involving the Contractor, any entity into or with which the Contractor subsequently merges or affiliates, or any other successor or assignee of the Contractor.

An “Organizational conflict of interest” exists when the nature of the work to be performed under a proposed Government contract, without some restriction on activities by the Contractor and its affiliates, may either (i) result in an unfair competitive advantage to the Contractor or its affiliates or (ii) impair the Contractor’s or its affiliates’ objectivity in performing contract work.

b. To avoid an organizational or financial conflict of interest and to avoid prejudicing the best interests of the Government, ordering activities may place restrictions on the Contractors, its affiliates, chief executives, directors, subsidiaries and subcontractors at any tier when placing orders against schedule contracts. Such restrictions shall be consistent with FAR 9.505 and shall be designed to avoid, neutralize, or mitigate organizational conflicts of interest that might otherwise exist in situations related to

individual orders placed against the schedule contract. Examples of situations, which may require restrictions, are provided at FAR 9.508.

11. INVOICES

The Contractor, upon completion of the work ordered, shall submit invoices for IT services. Progress payments may be authorized by the ordering activity on individual orders if appropriate. Progress payments shall be based upon completion of defined milestones or interim products. Invoices shall be submitted monthly for recurring services performed during the preceding month.

12. PAYMENTS

For firm-fixed price orders the Government shall pay the Contractor, upon submission of proper invoices or vouchers, the prices stipulated in this contract for service rendered and accepted. Progress payments shall be made only when authorized by the order. For time-and-materials orders, the Payments under Time-and-Materials and Labor-Hour Contracts (Alternate I (APR 1984)) at FAR 52.232-7 applies to time-and-materials orders placed under this contract. For labor-hour orders, the Payment under Time-and-Materials and Labor-Hour Contracts (Alternate II (JAN 1986)) at FAR 52.232-7 applies to labor-hour orders placed under this contract.

13. RESUMES

Resumes shall be provided to the GSA Contracting Officer or the user agency upon request.

14. INCIDENTAL SUPPORT COSTS

Incidental support costs are available outside the scope of this contract. The costs will be negotiated separately with the ordering agency in accordance with the guidelines set forth in the FAR.

15. APPROVAL OF SUBCONTRACTS

The ordering activity may require that the Contractor receive, from the ordering activity's Contracting Officer, written consent before placing any subcontract for furnishing any of the work called for in a task order.

16. DESCRIPTION OF IT SERVICES AND PRICING

Please see attached labor category descriptions and GSA pricing.

**USA COMMITMENT TO PROMOTE
SMALL BUSINESS PARTICIPATION
PROCUREMENT PROGRAMS**

PREAMBLE

(Name of Company) provides commercial products and services to the Federal Government. We are committed to promoting participation of small, small disadvantaged and women-owned small businesses in our contracts. We pledge to provide opportunities to the small business community through reselling opportunities, mentor-protégé programs, joint ventures, teaming arrangements, and subcontracting.

COMMITMENT

To actively seek and partner with small businesses.

To identify, qualify, mentor and develop small, small disadvantaged and women-owned small businesses by purchasing from these businesses whenever practical.

To develop and promote company policy initiatives that demonstrate our support for awarding contracts and subcontracts to small business concerns.

To undertake significant efforts to determine the potential of small, small disadvantaged and women-owned small business to supply products and services to our company.

To insure procurement opportunities are designed to permit the maximum possible participation of small, small disadvantaged, and women-owned small businesses.

To attend business opportunity workshops, minority business enterprise seminars, trade fairs, procurement conferences, etc., to identify and increase small businesses with whom to partner.

To publicize in our marketing publications our interest in meeting small businesses that may be interested in subcontracting opportunities.

We signify our commitment to work in partnership with small, small disadvantaged and women-owned small businesses to promote and increase their participation in ordering activity contracts. To accelerate potential opportunities please contact (Insert Company Point of contact, phone number, e-mail address, fax number).

BPA NUMBER _____

**(CUSTOMER NAME)
BLANKET PURCHASE AGREEMENT**

Pursuant to GSA Federal Supply Schedule Contract Number(s) _____, Blanket Purchase Agreements, the Contractor agrees to the following terms of a Blanket Purchase Agreement (BPA) EXCLUSIVELY WITH (Ordering Activity):

(1) The following contract items can be ordered under this BPA. All orders placed against this BPA are subject to the terms and conditions of the contract, except as noted below:

MODEL NUMBER/PART NUMBER	*SPECIAL BPA DISCOUNT/PRICE
_____	_____
_____	_____

(2) Delivery:

DESTINATION	DELIVERY SCHEDULE/DATES
_____	_____
_____	_____

(3) The ordering activity estimates, but does not guarantee, that the volume of purchases through this agreement will be _____.

(4) This BPA does not obligate any funds.

(5) This BPA expires on _____ or at the end of the contract period, whichever is earlier.

(6) The following office(s) is hereby authorized to place orders under this BPA:

OFFICE	POINT OF CONTACT
_____	_____
_____	_____

(7) Orders will be placed against this BPA via Electronic Data Interchange (EDI), FAX, or paper.

(8) Unless otherwise agreed to, all deliveries under this BPA must be accompanied by delivery tickets or sales slips that must contain the following information as a minimum:

- (a) Name of Contractor;
- (b) Contract Number;
- (c) BPA Number;

- (d) Model Number or National Stock Number (NSN);
 - (e) Purchase Order Number;
 - (f) Date of Purchase;
 - (g) Quantity, Unit Price, and Extension of Each Item (unit prices and extensions need not be shown when incompatible with the use of automated systems; provided, that the invoice is itemized to show the information); and
 - (h) Date of Shipment.
- (9) The requirements of a proper invoice are specified in the Federal Supply Schedule contract. Invoices will be submitted to the address specified within the purchase order transmission issued against this BPA.
- (10) The terms and conditions included in this BPA apply to all purchases made pursuant to it. In the event of an inconsistency between the provisions of this BPA and the Contractor's invoice, the provisions of this BPA will take precedence.

BASIC GUIDELINES FOR USING “CONTRACTOR TEAM ARRANGEMENTS”

Federal Supply Schedule Contractors may use “Contractor Team Arrangements” (see FAR 9.6) to provide solutions when responding to a customer agency requirements.

These Team Arrangements can be included under a Blanket Purchase Agreement (BPA). BPAs are permitted under all Federal Supply Schedule contracts.

Orders under a Team Arrangement are subject to terms and conditions or the Federal Supply Schedule Contract.

Participation in a Team Arrangement is limited to Federal Supply Schedule Contractors.

Customers should refer to FAR 9.6 for specific details on Team Arrangements.

Here is a general outline on how it works:

- The customer identifies their requirements.
- Federal Supply Schedule Contractors may individually meet the customers needs, or -
- Federal Supply Schedule Contractors may individually submit a Schedules “Team Solution” to meet the customer’s requirement.
- Customers make a best value selection.

EEI COMMUNICATIONS
TRAINING COURSE DESCRIPTIONS

Act! 2005/2006 - Customization

Whether you are a single user looking for a greater degree of program customization, or a corporate "ACT! Admin" responsible for customizing a shared database, this is the class for you. Topics include the following:

- Fundamentals of database design
- Setting up a database to categorize contacts effectively
- Creating new fields
- Layout design (field placement)
- Customizing menus and toolbars
- Designing and creating custom reports
- Creating e-mail mail merges

Act! 2005/2006 - PowerUser

A great course for ACT! users at all levels. Learn how to get the most out of the program and become an ACT! Power User. This class will teach you how to use ACT! to its fullest to dramatically increase your efficiency and productivity. Our most popular class, even seasoned ACT! fanatics rave about what they learn here. Topics include the following:

- How to use all of ACT!'s end-user features
- How to combine features for program power use
- How to use ACT! to create and manage business processes
- How to create and track marketing, sales, and e-mail campaigns
- How to keep your data "clean" and up to date

Active Server Pages

Advance your knowledge of Active Server Pages (ASP) application development. After a review of some ASP basics, you will learn how to

- Build an ASP dictionary object
- Write information to and read information from text files
- Use existing ASP components such as the Browser Capabilities component
- Research and install third-party ASP components
- Write more advanced database queries
- Combine multiple queries into transactions

Prerequisite: Integrating Databases with the Web or equivalent experience.

Active Server Pages II

Learn to make your Web site more dynamic by connecting your HTML forms to a database. This course focuses on the fundamentals of integrating a database with the World Wide Web using Active Server Pages. Topics include the following:

- HTML form inputs
- Structured Query Language (SQL)
- Inputting data into database tables
- Retrieving and displaying database tables
- Displaying an employee directory from a database
- Building a survey form and database

Prerequisites: Web Page Development I and Programming Bootcamp, or equivalent. Recommended: Active Server Pages (ASP) I.

Adobe Acrobat I

Learn the skills you need to work efficiently with Adobe Acrobat, Adobe Catalog, PDF Writer, and Distiller, all useful tools for publishing on the Internet. Topics include

- Adding navigational structure to PDF documents
- Converting source files to PDF
- Using Acrobat to publish electronically
- Using and creating hyperlinks
- Working with bookmarks, thumbnails, and articles
- Using movie and sound clips
- Working with buttons
- Creating forms
- Capturing images and Web pages
- Setting file security
- Distributing PDF documents

Prerequisite: Experience using Mac OS or Windows.

Adobe Acrobat II

Learn the advanced features of the full, Professional version of Adobe Acrobat in this two-day course. The class goes beyond the basics into creating forms, ensuring accessibility, adding multimedia, preparing presentations, and more.

Topics include

- Creating digital signatures and security
- Creating PDF forms
- Preparing presentations
- Working with pictures and images
- Working with eBooks
- Making documents accessible and flexible
- Creating multimedia presentations
- Using Adobe Acrobat's engineering and technical features
- Using Adobe Acrobat for professional publishing

Prerequisite: Adobe Acrobat I or equivalent experience.

Adobe Acrobat LifeCycle Designer

With designer software you can create forms that combine high-fidelity presentation with XML data handling. The graphical interface of Adobe LiveCycle Designer enables users to quickly design forms, maintain form templates, define a form's business logic, make changes, and preview forms before they are published as Adobe PDF files or HTML documents. Topics include:

- Designing forms
- The LiveCycle Designer's interface
- Using master pages
- Designing body pages
- Working with form data
- Creating a data connection
- Basic scripting
- Dynamic forms

Prerequisites: Experience using Mac or Windows.

Adobe Acrobat Section 508 Accessibility

This course is designed to get you up to speed rapidly on the Federal Government's Section 508 accessibility regulations and Acrobat features designed to meet them. The course will not cover the basics of Acrobat; rather it will show how you can make existing PDF documents accessible and prepare PDF documents for accessibility.

Topics include:

- The meaning of accessibility in this context
- Authoring for accessibility
- Working with existing PDF files and PDF forms, and from scanned documents
- Using the accessibility checker and the tags palette
- Testing your PDF files for accessibility

Prerequisites: Experience with Adobe Acrobat.

Adobe After Effects I

Adobe After Effects enables users to create digital composites, smooth 2-D animations, and elaborate special effects. Its intuitive user interface provides exacting control and flexibility, along with the highest-quality output, graphics, and post-production tools for producing on-air promos and bumpers, commercials and music videos, and output to film -- all from the desktop. Topics include

- Importing footage
- Building a composition
- Setting animation keyframes
- Working with audio
- Applying special effects
- Rendering the movie

Prerequisite: Adobe Photoshop I or equivalent experience.

Adobe After Effects II

In this course we will explore the more powerful features of After Effects and build upon the foundation of After Effects I. We will focus on techniques that production environments use and learn to reverse-engineer popular effects we see on TV. The emphasis of this class will be on the broadcast and video media, but it will carry over to film and interactive multimedia markets as well. Topics include

- Working with Rotoscoping techniques
- Explore keying and mattes
- Motion matching and video stabilization
- 3D layers, cameras, and lights
- Elaborate titling effects and filters
- Altering time and displacement
- Rendering the movies and batching

Prerequisite: Adobe After Effects I.

Adobe Captivate

Macromedia Captivate is the easiest way to create professional-quality interactive simulations and software demonstrations without any programming or multimedia experience. You'll see how Captivate automatically records onscreen actions, including editable mouse movements, text captions, and scored click-boxes. The small file size and high resolution make Captivate content ideal for rapid application training, user support tutorials, and online product demonstrations. Topics include:

- Caption and timelines
- Images
- Pointer paths and buttons
- Movies and animation
- Rollover captions and images

- Audio and highlight boxes
- Slide labels and notes
- Question slides

Prerequisite: Experience using Mac or Windows.

Adobe Creative Suite 2 Workshop

This class teaches the interoperability and productivity possible between Adobe Photoshop, Adobe Illustrator, Adobe InDesign, and Adobe Acrobat PDF. In this hands-on class, you'll get answers to all your questions know about Adobe workflow for print publishing. Topics include the following:

- Organizing and using Adobe Bridge
- Setting up color management that works
- Understanding Version Cue
- Try out Adobe stock photos
- Planning and setting up a print document
- Sharing swatch colors and color model across applications
- Tracing scanned artwork in Illustrator CS2 with LiveTrace
- Preparation of Illustrator CS2 files for InDesign CS2
- Creating layer comps in Photoshop CS2
- Figuring correct resolution in Photoshop CS2
- Ten steps to color correction in Photoshop CS2
- Using Photoshop's Vanishing Point, Smart Objects, and other new features
- Placing Word docs into InDesign CS2 by means of style mapping
- Paragraph, character, and object styles in InDesign CS2
- Long document features in InDesign CS2
- Exporting to PDF right the first time
- Preflight and package for handoff to commercial printer
- Useful production tools in Acrobat Professional 7
- Scripts and other resources for productivity

Adobe FrameMaker I

This course is designed for participants who do most of their work in templates designed by someone else. Topics include

- Working with FrameMaker documents
- Defining paragraph formats
- Defining colors and character formats
- Page layout
- Graphics
- Document editing
- Tables
- Customizing tables
- Anchored frames and graphics

Prerequisite: Experience using Mac System 7 or above or Windows.

Adobe FrameMaker II

This course is designed for participants who create and maintain templates for complex documents. Topics include

- Cross-references and footnotes
- Books
- Indexes
- Conditional text

- Hypertext and PDF
- Web publishing

Prerequisite: Adobe FrameMaker I or equivalent experience.

Adobe Framemaker III: Structured

This class will introduce you to Adobe FrameMaker as an authoring tool for creating XML documents. You will work with structured interface and add and edit elements and attributes. You will work with a complete set of documents needed to deal with structured content such as EDD (Element Definition Documents) and DTD (Document Type Definitions). You will convert unstructured documents, including text, graphics, tables, and cross-references, to fully structured content implementing rules that you will write. The class will provide a solid overview of the latest tools available for cross-media publishing. Topics include:

- Working with structured interface view
- Working with Element Catalogs
- Understanding elements and element attributes
- Editing existing structured documents
- Changing, merging, splitting, and wrapping elements
- Working with paragraph, character, graphic, and table elements
- Validating documents
- Understanding EDD and DTD
- Creating and exporting EDD
- Adding and editing element definitions
- Setting up elements with automatic insertion of children
- Writing general rules
- Including formatting information in EDD
- Converting unstructured to structured documents

Prerequisite: Adobe FrameMaker II and XML Development I.

Adobe GoLive

This course introduces the unique strengths of Adobe's new Web design and publishing program for professionals. GoLive lets you build pages using the same kind of WYSIWYG interface you find in page-layout programs, while it gives you total control of your HTML and powerful site management tools. Topics include

- Overview of the program-design interface
- Web site design using text, tables, frames, links, and images
- Using onboard preview modes for popular browsers
- Production tools for animation, movies, and interactivity
- Merging existing Web sites and HTML pages into GoLive
- Site management features

Prerequisite: **Web Page Development I and II**, experience with Mac OS or Windows 95, and good mouse skills.

Adobe Illustrator I

You'll learn about this powerful, professional illustration and design tool for graphic artists, technical illustrators, and desktop publishers. Topics include

- Understanding paths, pages, views, selection tools, fills, and strokes
- Creating basic geometric shapes
- Creating free-form contours and brush art
- Understanding and mastering the pen tool
- Creating and manipulating type
- Using transformation tools
- Creating and manipulating color and gradients
- Using gradient-related tools

- Creating patterns
- Using pathfinders
- Using Illustrator art in graphs
- Masking and type masking
- Layers and tracing

Prerequisite: Experience using Mac OS or Windows.

Adobe Illustrator II

Build your illustration skills by mastering classic art techniques and harnessing the power of Illustrator. Topics include

- Chiaroscuro
- One-point perspective
- Two-point perspective
- Creating more believable shadows
- Improving geometric depth
- Evaluating between masking or pathfinders
- Open exercise for the advanced illustrator seeking specific answers

Prerequisite: Adobe Illustrator I or (with the consent of the instructor) equivalent experience. Not for occasional users.

Adobe Illustrator III: Classic Art Techniques

Build your illustration skills by mastering classic art techniques and harnessing the power of Illustrator. Topics include:

- Using the painting tools to create special effects such as scribble painting and neon graphics
- Creating more realistic shadows
- Creating repeating patterns for fills and borders
- Understanding how to draw 3D shapes, i.e., isometric, diametric and trimetric
- Drawing using perspective
- Creating line effects for use with maps
- Using symbols
- Creating type effects, such as type masks, applying a paintbrush effect, and text in a circle
- Applying 3D effects to shapes
- Using the graphing feature to create bar charts and pie charts

Prerequisite: Adobe Illustrator I and II.

Adobe InCopy

Adobe InCopy is a professional writing and editing program that tightly integrates with Adobe InDesign for a complete solution for collaborative editorial workflow. InCopy lets you assign editors to work on parts of pages, spreads, or entire documents in parallel with designers, significantly decreasing the production time for most projects. InCopy CS2 brings a new level of efficiency to your editorial processes. Topics include:

- Basic workflow overview
- Setting User IDs
- Copy fitting in InDesign
- InCopy tools and document windows
- Checking files in and out
- Creating new InCopy documents
- Working with graphics
- Tracking changes
- Working with Styles
- Working with dictionaries and spellchecker

- Creating text macros
- Outputting from InCopy

Prerequisite: Editing experience.

Adobe InDesign I

Take command of this hot new desktop publishing program. Learn to use InDesign to create graphics-intensive documents. This course covers key introductory lessons including

- Editing master pages
- Creating placeholder frames
- Placing text and graphics on document pages
- Applying colors to objects
- Using advanced gradient techniques
- Working with styles
- Flowing and threading text

Prerequisite: Experience using Mac OS or Windows.

Adobe InDesign II

Take the next step in becoming an InDesign master. Learn all you need to know to work effectively with InDesign, including

- Working with typography
- Applying decorative and special font features
- Creating tables using tabs
- Exporting documents to PDF
- Importing and linking graphics
- Drawing straight and curved segments
- Using advanced frame techniques

Prerequisite: Adobe InDesign I or equivalent experience.

Adobe InDesign III

Let InDesign 2.0 take you into the future of publishing. Finish learning all you need to know to use InDesign 2.0 as your fully integrated workflow publishing environment.

Prerequisite: Adobe InDesign II or equivalent experience.

Adobe InDesign for Long Documents

Publish long documents without the stress! In this course you'll learn how to overcome the following challenges:

- Adding and formatting footnotes in a document
- Working in Story Editor view
- Automating layout tasks using styles and nested styles
- Managing anchored graphics and text frames
- Formatting long tables
- Building a book file and controlling pagination of the publication
- Creating and formatting a table of contents
- Synchronizing paragraph styles
- Generating TOC lists based on styles
- Marking index entries and generating an index
- Creating document templates
- Applying master pages to documents in a book
- Converting long documents from other applications

Prerequisites: Adobe InDesign I and II.

Adobe Lightroom Photo Workflow

Adobe's newest photography workflow tool, Lightroom, has elegant features for high-volume, efficient file handling and image correction. With its database structure, Lightroom combines and expands the controls found in Adobe Bridge and Camera RAW, yet it integrates with those programs and with Photoshop. You'll learn how all your image files—TIF, JPEG, and RAW—can be managed, optimized, and presented with Lightroom. Topics include:

- Importing and arranging photos
- Quick edits
- Developing modules' array of image correction controls
- Tone curves
- Black and white conversions
- Working with Photoshop
- Slideshow's customizable features
- Exporting images
- Print controls and custom print layouts

Prerequisite: Experience using Mac or Windows.

Adobe PageMaker I

This course provides a basic introduction to this popular software. Topics include

- Importing and editing text
- Creating a table
- Importing and manipulating graphics
- Printing
- Creating a page layout
- Adding special effects
- Creating and using templates

Prerequisite: Experience using Mac OS or Windows.

Adobe PageMaker II

Participants will practice features they learned in the Level I class by creating a newsletter. Topics include

- Creating a layout
- Creating master pages
- Working with graphics
- Using style sheets and the library palette
- Rotating and skewing text and graphics
- Linking graphics from other programs to PageMaker
- Working with numeric kerning and tracking edit
- Using automated drop caps and other special features
- Creating templates and placeholders
- Using color

Prerequisite: Adobe PageMaker I or equivalent experience.

Adobe Photoshop I

This course provides an introduction to the powerful, versatile photo manipulation features of Photoshop. Topics include

- Familiarity with the interface
- Selection tools

- Layers and layer manipulation
- Painting and related tools
- Channels, alpha channels, and quickmasks
- Color and resolution issues

Prerequisite: Experience using Mac OS or Windows. Adobe Photoshop II

This course is for Photoshop users who want to learn more and to apply Photoshop techniques more professionally.

Topics include

- Controlling the Photoshop environment, start to finish
- Comprehensive coverage of image and color correction
- Advanced layer techniques
- Manipulation of Illustrator vector art in Photoshop
- Web-related file formats, compression, and indexed color
- Improving color-to-grayscale imagery
- Use of spot colors in Photoshop
- Use duotones in Photoshop
- Gamuts, color translation issues, and separation issues

Prerequisite: Adobe Photoshop I or equivalent experience.

Adobe Photoshop II

This course is for Photoshop users who want to learn more and to apply Photoshop techniques more professionally.

Topics include

- Controlling the Photoshop environment, start to finish
- Making use of channel and masking techniques
- Use of paths
- Advance layer techniques
- Coverage of proper file format for Web, print, and multimedia
- Advance spot techniques including doutones
- Gamuts and color translation issues

Prerequisite: Adobe Photoshop I or equivalent experience.

Adobe Photoshop Digital Mastery I

This course is designed to integrate advanced Photoshop techniques for photo recovery, image enhancements, and professional portrait work. Students will work with digital images in their capture state and prepare finished photos for their portfolio.

Adobe Photoshop Digital Mastery II

This course builds on the advanced techniques learned in Digital Mastery I. Students will focus on portraiture, figure correction, selective focus, and light painting. Emphasis will be on the RAW file format and the Adobe Camera Raw converter. The class will cover automation in the digital darkroom through mastery of simple and complex actions.

Topics include the following:

- Special techniques to turn photos into glamour and fashion shots
- Controlling the liquefy filter for selective enhancements
- Mastering sharpening, and when to avoid Unsharp Mask
- Independent study: students work individually on selected images
- Understanding color management, printing, inks, and papers
- In-depth use of the Camera Raw converter
- Converting to DNG (Adobe's digital negative format)
- Understanding and attaching metadata to images
- Building actions and batch processing to streamline image editing
- Keeping your work: copyright issues

Prerequisite: Adobe Photoshop Digital Mastery I.

Adobe Premiere

This course provides an introduction to video capture and video editing with Premiere. Topics include

- Getting acquainted with QuickTime and AVI
- Capturing video
- Pasting and splitting clips, setting the speed, separating and rejoining linked clips
- Applying a filter
- Adding transitions and fades
- Superimposing clips
- Adding sound
- Previewing and compressing movies

Prerequisite: Experience using Mac OS or Windows.

Advanced Editing

A forum for seasoned editors, this roundtable workshop will help you build on your existing knowledge by interacting with your peers. You'll find out how other editors have tackled and solved the same problems you face -- and you'll leave equipped with helpful checklists for editorial and quality control. Topics include

- Refining assignments
- Establishing good relationships with authors
- Creating style sheets and query lists
- Editing unfamiliar material with confidence
- Implementing time- and cost-saving techniques
- Articulating your editorial principles

Participants receive *The Elements of Editing: A Modern Guide for Editors and Journalists*.

Prerequisite: Improving Editing Skills, Substantive Editing I, or equivalent experience.

Advanced Grammar Roundtable

If you have ever spent half an hour researching whether email can be used as a verb; if you fondly remember diagramming sentences in school; if you took our intensive review of grammar course and still want more -- this session is for you. Whether you are a grammar stickler or just someone who cares about the English language, you'll find this day-long delving into the finer points, the inner structures, and the logic behind grammar fun and energizing. Bring your problem sentences, your pet peeves, and your favorite grammar reference book. We will

- Discuss various philosophies about grammar, the origins of grammar rules, and the case against "rule-based" grammar
- Diagram sentences
- Review grammar concepts as needed
- Examine particles, determiners, interrupters, and other useful ways to describe sentence structures
- Examine the difference between an absolute phrase and a descriptive one
- Research and put to rest old questions -- but possibly leave with new ones

AJAX Development I

Learn how to make dynamic and interactive Web applications using Asynchronous JavaScript and XML (AJAX). AJAX is a new approach to using established Internet standards (XHTML, CSS, XML, and JavaScript) in the browser environment to enhance Web application development. AJAX enables you to communicate with a Web server and present new content without having to reload the page each time in the browser. Topics include:

- Review of the essential elements of XHTML, CSS, and XML
- Using the JavaScript XML Http Request object
- Retrieving data from a relational database with an AJAX script
- Searching an XML data sheet using an AJAX script

- Using AJAX libraries to manage browser differences

Prerequisites: Web Page Development II, XML Development I, JavaScript for nonprogrammers.

AJAX Development II

- In this advanced class, we'll explore AJAX in greater depth through topics that include:
- Addressing security concerns inherent to AJAX
- Using XPath and XSLT in your AJAX development
- Validating form data with AJAX
- Managing user sessions with AJAX
- Exploring the available AJAX frameworks

Prerequisites: AJAX Development I.

Apple DVD Studio Pro I

This course will explore the intricacies of professional DVD authoring using Apple's incredible and powerful program. It will provide you with everything you need to know to create your own stunning DVD titles. Topics include:

- Creating menus within DVD Studio Pro
- Creating slide shows
- Adding subtitles and closed-captioning
- Multiple language/audio streams
- DVD-ROM content and Internet access
- Exploring the options to encode high-quality video
- Creating and working with buttons and overlays
- Working with markers and stories
- Basic scripting
- Advanced menu design
- Working with and creating transitions
- Using alternate and mixed angles
- Dolby, surround, and PCM audio encoding

Apple Final Cut Pro I

This course will explore the amazing features of the wildly popular editing program from Apple. All you need to know to create your video from concept to completion. Topics will include:

- Working with the interface
- Video standard and HD basics
- Marking and editing
- Timeline control
- Single- and double-sided trimming
- Master clips, subclips and working with markers
- Capturing video
- Importing and exporting assets
- Working with audio and mixing audio tracks
- Applying transitions
- Adding and working with filters
- Building a composite image
- Changing clip speeds
- Creating motion effects
- Adding text and graphics

- Working with and creating animated titles
- Finishing and outputting

Apple Motion I

This industry is so excited about the use of behavior and gestural animation techniques in addition to the standard keyframes. Topics include:

- Using generators
- Working with layers and objects
- Using and creating customized templates
- Particles and parameter behaviors
- Advanced particle design
- Using blend modes
- Working with gestures
- Keying
- Nonlinear editing with motion
- Audio and setting markers
- Keyframing
- Creating text effects
- Integration with other Apple and Adobe products

ASP.NET with VB.NET and C# I

Write dynamic, high-performance Web applications with Microsoft's ASP.NET. This hands-on class is for those with knowledge of HTML and some programming who want to study the following topics:

- Introducing Web forms
- Controls (HTML, Server, Web)
- ASP.NET application. state management

ASP.NET with VB.NET and C# II

Write dynamic, high-performance Web applications with Microsoft's ASP.NET. This hands-on class is for those with knowledge of HTML and some programming who want to study the following topics:

- Data binding
- Data controls and templates
- Consuming and manipulating data
- Creating and managing .NET components and assemblies

Prerequisite: ASP.NET I or equivalent.

ASP.NET with VB.NET and C# III

Write dynamic, high-performance Web applications with Microsoft's ASP.NET. This hands-on class is for those with the knowledge of HTML and some programming background who want to study the following topics:

- Web services
- Localization and globalization
- Web accessibility
- Testing and debugging a Web application
- Configuring a Web application

Prerequisite: ASP.NET II or equivalent.

Becoming a Publications Manager

Develop the skills that will help you become an effective manager of people, processes, and resources. This course is for new (less than a year in management position) or aspiring managers. Hands-on exercises reinforce the management principles and demonstrate how to use them. Topics include

- Defining responsibilities
- Managing workflow
- Organizing the process
- Recruiting and hiring
- Providing feedback
- Using technology wisely

Bias-Free Communications

This course will make you aware of how everyday words can offend or create misunderstandings with coworkers and new acquaintances. It will explain appropriate word substitutions and the reason for their use. You will receive an easy-to-use Microsoft Word macro to check documents for inappropriate words. Learn to make your words work for you, not against you, to create better partnerships in business. Topics include

- Choose words that include rather than exclude
- Identify nondiscriminatory remarks that are offensive; in certain contexts what you say and what your listeners hear are often not the same
- Consider the audience when reviewing an often-given presentation to a new group
- Learn the importance of facial expressions and body language
- Eliminate the dangers of misinterpretation during nonvisual communication
- Test yourself to see if you speak without bias
- Use guidelines for speaking and writing

Budgeting For Publications

This class covers the basics of developing and monitoring budgets for the publications department. It is intended for students new to budgeting or new to profit and loss responsibility. You will learn how to perform basic financial and return-on-investment analysis. Topics include

- Types of publications departments
- Profit and cost centers
- Defining profit, margins, revenues, and expenses
- Basic budget elements
- Developing budgets for products and departments
- Financial performance analysis
- Budgeting traps
- What you can and can't control

Prerequisite: None.

Cascading Style Sheets I

This hands-on class is for those who want to apply interactive effects and global formatting to their Web sites. All code created in class is cross-browser compliant, working in both Netscape and Internet Explorer. Topics include

- Introduction to the Document Object Model (DOM)
- Cascading Stylesheets syntax
- Setting styles on one page or globally
- Creating drop caps, margins, borders, and drop shadows
- Working with CSS relative and absolute positioning
- Learn how to code dynamic techniques: pop-up elements, fly-ins, layering images and text, and more

Prerequisite: Web Page Development I and II.

Cascading Style Sheets II

Work hands-on with the conversion of an HTML Web site to a site that uses Cascading Style Sheets. Topics include

- Text enhancements
- Link color control
- Table conversion to absolute positioning
- Layering with text and graphics
- DHTML effects, including a dropdown menu and tool tips
- A watermark background image
- Validation of CSS code

Prerequisite: CSS I or equivalent experience.

Client-Side C#

Learn about Microsoft's newest language, C# (pronounced C-sharp). Use Microsoft's flagship .NET language to build client applications using a drag-and-drop environment. Topics include:

- IntelliSense
- Code snippets
- Debugging
- Data visualizers

Client-Side VB.NET

Learn Visual Basic.NET with Microsoft's drag-and-drop environment. VB.NET is built with a focus on productivity. Hands-on exercises will include writing client applications. Topics include:

- IntelliSense
- Code snippets
- My Namespace
- Debugging
- Data visualizers

Prerequisite: Programming Boot Camp. Programming Boot Camp.

Color Management for Digital Publishing

Are you looking for color fidelity in print and on the Web? From swatch to screen to proof to printed output, you can obtain predictable color. By understanding color management workflow along with ICC profiles, you can use graphics applications with greater color accuracy than ever before. In this class you will learn

- What is color?
- Color theory and color models
- How devices interpret color
- Assessing your system
- Build and edit ICC profiles that work
- Implement color management workflow
- Color management at the OS level
- Setup color management in popular graphics and publishing software

Comprehensive Proofreading

Murphy's Law of publishing contends that if your copy is going to contain a typo, it'll appear in the headline. Don't let this happen to you! Save yourself from embarrassment by refining your eagle eyes. This two-day overview covers such topics as

- How to use universal proofreading marks and terms
- Why standardization is important
- How to create proofreading checklists and flowsheets
- Advantages of single vs. team proofreading
- How to use style guides
- Common proofreading errors and how to avoid them
- Proofreading in a desktop environment

Participants receive *Mark My Words: Instruction and Practice in Proofreading*.

Copywriting I

This course is for those who are responsible for producing results and need to communicate -- with one person or thousands of people. In this course, you'll learn how to write copy that compels people to act -- that makes people do something. The principles covered apply to marketing letters and direct mail pieces, membership drives, fund-raisers, advertisements, brochures, and more. Participants will leave with the necessary skills and a proven structure for generating copy that consistently produces results. The course will examine

- Your audience and factors in their decision making
- Your purpose for writing
- Methods for communicating your messages
- Structures and rules for effective writing

Group work and one-on-one critiques provide an exciting, powerful environment in which to improve your writing and get results. Please bring a recent sample of your work to class.

Copywriting II

You're a writer who drives the creative from initial concept to final execution. This workshop is a fun day to refuel your imagination and discover how to

- Navigate ideas through ego-infested waters
- Refine your brainstorming abilities
- Write for greater impact in less time
- Structure and improve your creative process

The writing and review will be lively and fast-paced with an emphasis on moving the work and yourself from good to excellent. Please have at least three years of writing experience or attend *Introductions to Copywriting* first. Each student is highly encouraged to send in at least three samples a week before the workshop.

Creating Successful Newsletters

Newsletter editors do more than just put together the pieces of a *thing* and ship it off to print. They manage a *process*. That means learning how to

- Define your "service journalism" goals
- Build a loyal, interactive core readership
- Identify the make-or-break elements
- Develop a balanced variety of reader-centric content
- Work with editorial reviewers, designers, and writers

Get help for meeting all the "unreal," competing demands on your time and talents! You'll benefit from this workshop if you've just been tapped to start editing for the first time, if you're a pro in your field but your journalism skills are rusty, or if you've been editing newsletters so long you need fresh perspective.

Discussions take place in a give-and-take roundtable format. Hands-on exercises will sharpen your gimlet eye and help you make better editorial decisions. Shape your publication so that readers can't wait to get their hands on it! Bring copies of your newsletters for the final peer- critique exercise.

Participants receive *Real-World Newsletters to Meet Your Unreal Demands*.

- Using previously shot footage with window burn Time Code on-screen, logging the footage, rating the footage, and preparing a paper edit

- Using a decision list

Database Design for Application Development

You will learn how to design a database and understand the various parts of databases and how they fit together. You will also discover ways to tell whether your database design is good. Topics include:

- Data structure
- Basic steps for designing a data structure
- Identifying data elements and tables and assigning columns
- Identifying the primary and foreign keys
- Enforcing relationships between tables
- Identifying the columns to be indexed
- How normalization works
- Normalizing a data structure
- Normalizing a first, second, and third normal form

Prerequisite: Web Page Development I or equivalent experience.

Database Design for Web Development

In this class, Web designers and programmers learn how to design and structure a database efficiently. You will design and implement robust, scalable databases on any of the major relational database management systems. The class uses real-world examples, starting with project analysis and data designs. Key database design concepts include:

- Modeling
- Normalization
- SQL
- Performance

Prerequisite: Some knowledge of SQL or SQL I.

Designing Powerful PowerPoint Presentations

PowerPoint is a powerful tool, but presentations can be derailed by slides loaded with too many words, too many bulleted slides without a context, or slides that are too busy. You'll learn how to create PowerPoint presentations that are logical, content-loaded, and interesting to your audiences. Topics include:

- Examining content for context
- Telling a story with your presentation
- Storyboarding your message
- Designing slides with impact
- Using charts and graphs to support your message
- Distraction-free presenting

Prerequisite: Working knowledge of Microsoft PowerPoint.

Design for Presentations I

This course is for the person who's experienced in using Microsoft PowerPoint but has no formal design training, or designers who have worked only in print. This is not a software tutorial; we expect that you already know how to use PowerPoint. Rather, this course examines design fundamentals that will make PowerPoint a more effective communication tool in your hands. Topics include

- Concepts that can revolutionize your presentation design
- Three clear steps to improved presentation design
- Master pages, grids, type, color, and images
- Ten design disasters and how to avoid them

- Presentation tips

Participants receive *Creating Cool PowerPoint 97 Presentations*.

Prerequisite: Microsoft PowerPoint or equivalent experience.

Design for Print

This course is for those who know how to use desktop publishing software, such as QuarkXPress, PageMaker, or Illustrator, but have no formal design training. We will discuss basic design principles, how to improve your design compositions, and using typography, color, and images. You will also gain an understanding of the pre-press and printing process and how to prepare your files for service bureaus and printers. Students will have a hypothetical project to design over the course of the two-day seminar in the software package of their choice. Topics include

- Basic design principles and composition
- Color theory
- Typography
- Composition
- Preparing files for output, color separation, and the printing process

Prerequisite: QuarkXPress, Adobe PageMaker, or equivalent experience.

Designing for Diversity

You know you need to reach ethnically diverse audiences with inclusive publications. But even the best-intentioned communicators can end up insulting the very groups they want to reach. That's because they haven't learned the ropes. In just one day, the author of *Designing Across Cultures* will show you how to connect by using appropriate visual imagery (photo models, themes, symbols, colors, typefaces) as well as words. Through exercises, examples, critiques, and class interaction, you'll get practical answers to all of your specific questions. You'll learn which images to embrace and which taboos to avoid. (For example, who knew how much trouble a flopped photo without type could cause among certain audiences!)

Plus, you'll find out

- how you can (and when you can't) design inclusive "one size fit all" publications when your budget won't permit targeted ones,
- when it's a mistake to send ethnically targeted messages,
- how many people representing which cultures you should show in your publications (just one person on the cover, the "rainbow" effect, or some compromise between the two?),
- whether making a generalization of any ethnic group for communication purposes is the same as stereotyping,
- how people within ethnic cultures tend to feel about the symbols that people of other cultures associate with them,
- what risk you run with publications and events that salute Black History and Hispanic Heritage Months...and how you can avoid it while still paying tribute,
- why many Asian Americans pay big bucks to avoid the number 4 in their phone numbers and addresses...and what should that mean to your publications,
- how much visual imagery affects how we feel about and treat each other...and how to wield this enormously powerful nonverbal tool with the care it demands.

Whether you're an editor, a writer, a designer, a public relations specialist, or a marketer, don't miss this essential workshop to help you connect with all of your audiences. You don't need hands-on design experience to benefit. You'll also take away a copy of *Designing Across Cultures* and the instructor's one-on-one evaluation of a work sample you bring to class.

Developing E-commerce Applications

Selling your products or services through the Web is an integral part of "business as usual" for many organizations. In this course, experienced Web producers will learn how to build a shopping cart/order management system for secure transaction processing using the dynamic scripting languages ColdFusion and PHP. Topics include:

- Understanding the fundamentals of secure e-commerce
- Planning your e-commerce application
- Building an e-commerce database using Access, SQL Server, and MySQL
- Developing a transaction shopping cart that accepts multiple products
- Connecting your shopping cart orders securely to merchant accounts such as PayPal and ClickBank
- Building an order processing application that tracks orders and automatically e-mails customers when their orders have been shipped

Prerequisites: Web Page Development I and II, ColdFusion I or Introduction to PHP.

Digital Photography Techniques

If you use a digital camera for documentation or illustration but are unfamiliar with basic photographic principles and the use of [Adobe Photoshop](/training/class/photo1.html), this class will help you to improve your digital photos. You will learn how to take pictures that communicate your digital photos. You will learn how to take pictures that communicate effectively and how to control them in the camera. You will also learn how to work with PhotoShop to improve every aspect of your digital photos, whether for print or Web use. Topics include: Camera controls and features, Exposure, Depth of field, and other camera essentials, Understanding lighting, both natural and artificial File formats, Resolution and print size, Color correction, Retouching imperfections, Masking for selective corrections, Sharpening with the "unsharp" mask.

Digital Scanning for Production

This course is designed for those who are using desktop scanners to acquire photographs for any digital purpose, including direct reproduction or inclusion in page layout programs. Information will also be provided that will facilitate communication with service bureaus, printers, or others providing high-end drum scanning services. The class incorporates important aspects of Photoshop in the sizing, correction, and sharpening of images with specific scanner characteristics that should be considered together for optimum results. Topics include

- Color and grayscale in theory and practice
- Resolution and file size for reproduction
- Unsharp masking
- Retouching imperfections
- Color correction, including black point, white point, and gray balance
- File formats for reproduction and archiving
- Characteristics of flatbed, film, and drum scanning devices
- Working with the scanner interface
- RGB vs. CMYK color models

Digital Video Production for Streaming and DVD

Creating effective video for delivery via Web Streaming, DVD, CD-ROM, PowerPoint, or other programs, can seem daunting to video/IT experts and neophytes alike. This intensive how-to course simplifies the creative process of producing video for distribution via the Web, CD, DVD and computer-based presentations. Through group interaction, case studies, numerous video examples, and hands-on exercises -- featuring current Digital Video (DV) cameras and editing software -- you'll learn how to

- Write, direct, shoot, record, capture, edit, and encode/compress effective digital video for training, marketing, internal communications, public information, and other uses.
- Manage the production process to take full advantage of the strengths and characteristics of streaming, DVD, CD, webcasting, and VHS delivery.
- Communicate effectively with internal clients/staff, video crews, editing facilities, and other creative/production personnel using current video terminology.
- Create a storyboard and do preproduction planning and scheduling.

- Use lighting, camera techniques, and sound design to optimize video for the unique requirements of each delivery medium.
- Create, capture, evaluate/log, and edit videos that accomplish your communication goals in the most cost-effective manner.
- Compress video while maintaining the highest possible picture and sound quality for each delivery method: streaming, CD/DVD, computer-based, and videotape.

As this course covers the entire video production process "from script to stream," previous video or information technology experience is not required.

Dynamic Web Development I

If you're familiar with HTML and how to do some programming, this course will teach you how to write dynamic, high-performance Web applications with Microsoft's ASP.NET. Topics include:

- Web forms
- Controls (HTML, server, Web)
- ASP.NET application state management
- Error handling

Prerequisites: Web Page Development I and Programming Boot Camp, or equivalent experience.

Dynamic Web Development II

This class is the next step in writing powerful Web applications with Microsoft's ASP.NET and covers the following topics:

- Data binding
- Data controls and templates
- Consuming and manipulating data
- Creating and managing .NET components and assemblies

Dynamic Web Development III

The highest level of the series, this class focuses on in-depth study of:

- Web services
- Localization and globalization
- Web accessibility
- Testing and debugging a Web application
- Configuring a Web application

Prerequisites: ASP.NET II or equivalent experience

E-mail Marketing

Want to plan and launch an e-mail newsletter campaign to build business? Do you have an existing e-mail newsletter that needs an overhaul? Learn about the rapidly evolving medium of permission e-mail marketing and how it can be a valuable, credible promotional resource for your organization. Topics include, The benefits of e-mail marketing, Attracting new customers with opt-in e-mail lists, Technical issues to consider, E-mail marketing budgets, Creating e-mail newsletter content that sells prospects and maintains customers, Acquisition testing strategies, Promoting your house list, Viral marketing, Tracking and measuring your results.

Earned Value Management Systems (EVMS) for Project Managers

This course is based on ANSI/EIA-748-A, Earned Value Management Systems, and the Project Management Institute's (PMI) Project Management Body of Knowledge (PMBOK). The course introduces participants to the measurements, tools, and techniques of project resources planning, scheduling and budgeting, performance measurement, analysis, and management reporting. The intended audiences are organizational managers at all levels,

newly assigned program/project managers and project administrators, and those preparing for such positions. Topics include

- Resource planning and estimating
- Project budgeting
- EVM (Earned Value Management) performance metrics
- Variance analyses
- EVMS reports

Editing Stronger Magazines

You know a lot about the working parts of a magazine. But you have that nagging sense that you're ready for something new: an editorial repositioning, or a redesign, or both -- or at least some serious tweaking.

We will rigorously survey some of the best magazines being published. We'll analyze what sets them apart from their competitors and how they're doing to bring valuable service to their readers.

Editors, managing editors, designers, and writers will benefit from the following topics:

- Editorial trends
- Design trends
- Balanced content
- Logical hierarchy
- Service
- Reader feedback
- Organizational branding
- Journalistic credibility
- The Web version
- Maintaining excellence
- The art of the makeover

This class culminates in an instructor-led peer critique of your magazine. Bring three sample issues to class.

Editorial Skills for Non-Editors

Even though the word "editing" doesn't appear in your job description, you're expected to find the flaws in the documents you review, transcribe, or write. Never fear; this class will enable you to produce error-free work. You'll learn ways to

- Discover where errors lurk and how to correct them
- Avoid common usage errors, like *affect* and *effect*
- Find answers to grammatical questions quickly and painlessly
- Remember core punctuation and grammar rules
- Refine your proofreading techniques

Participants receive *Error-Free Writing: A Lifetime Guide to Flawless Business Writing*.

Effective Business Writing

This course provides help in starting, organizing, writing, and revising business letters and memos. Each participant will have access to a computer for writing exercises. Topics include

- Freewriting
- Organizing ideas
- Writing letters and memos
- Writing more concisely
- Making your message positive
- Editing with a buddy

Effective Presentation Techniques: Public Speaking

Everyone speaks to an audience - whether it's in a staff meeting, presenting to a client, or delivering a speech. Many people list public speaking as the thing they fear most. You will learn techniques that will shy away your fear and help you to become an interesting speaker. Topics include:

- Practicing effective presentation techniques
- Creating a presentation style
- Structuring your presentation to suit your audience
- Overcoming nervousness
- Making the most of presentation aides such as PowerPoint and handouts.

Electronic Editing I

Still reaching for that red pencil as your editing tool of choice? Don't let the Digital Revolution pass you by. Through this workshop, you'll learn how to hone your mouse-handling skills and maximize the power of your word processor.

Topics include

- Marking copy using style sheets
- Tracking changes and comparing documents
- Using the "search and replace" function safely and effectively
- Analyzing global changes
- Writing macros to make repetitive tasks easier
- Checking references against citations
- Developing a systematic approach to electronic manuscripts

Prerequisite: Basic knowledge of Microsoft Word.

Electronic Editing II

Consolidate the skills learned in Electronic Copyediting I and create more powerful macros in Microsoft Word for global text correction. Explore more complex macros with the Visual Basic Editor in Word. Use Adobe Acrobat in conjunction with Microsoft Word to facilitate the author approval and final correction process. Merge multiple reviewers' comments into one Adobe Acrobat file. Protect an Adobe Acrobat file from unwanted alterations. Create macros in Word for finalizing and cleaning up a document after copyediting and approval is complete.

Prerequisite: Electronic Copyediting I or equivalent experience.

Enhanced and Video Podcasts

This course explores the final options for podcasting—"enhanced" and video podcasting. Narrowing the playback devices, but opening the potential for maximum exchange of ideas, concepts, and messages through still images and video, Enhanced and Video Podcasts offers you the ability to add interactive visuals to your podcasts. Topics include:

- The pros and cons of enhanced podcasts and video podcasts
- Creating enhanced podcasts with GarageBand (Mac)
- Creating enhanced podcasts on a PC (optional)
- Creating video podcasts with Final Cut Pro (Mac) with Adobe Audition (PC)
- Using QuickTime Pro (Mac/PC) in post-production
- Compression and other troubleshooting issues
- Keeping production values simple but professional
- How to keep video podcasts
- Quick, easy downloads

Prerequisites: Podcasting for Business and Government II.

Federal Government Contract Administration and Pricing

The U.S. government spends more than \$250 billion annually -- more than any U.S. corporation -- but the federal procurement process differs greatly from commercial practices. This class will help you navigate the regulations and processes and avoid potential pitfalls as you sell to federal customers. We'll orient you to the history of federal contracting, types of contracts, and ways to resolve basic contract management issues. As we cover the basics of government contract administration and pricing, we'll explain terms such as FAR, DFAR, DCAA, FAS/FSS, and SDVOSB. Topics include the following:

- Overview of FAR
- Federal acquisition process
- Protests
- Authority of government and contractor personnel
- Types of contracts
- Managing GSA schedules
- Socioeconomic programs and other terms and conditions
- Timekeeping for federal contracts
- Terminations for convenience and default
- Contract financial matters

Federal Government Contracting

This overview class is designed for project staff, business development support staff, or personnel at any level who are new to government contracting.

Government contracting differs from commercial work in many ways. Are you making those differences work for you? Or are you losing more proposals than you should? Do you find yourself pulling too many all-nighters getting quotes in? Do you wonder how some companies seem to win 90 percent of their bids? How does a company become an entrenched incumbent at an agency? Is there a secret password to get in the door? This class, led by an experienced government contractor, will cover how to market your products and services to the ever-changing federal government and to prime contractors and subcontractors, expeditiously and profitably. Topics include the following:

- Marketing approach
- Marketing and proposal process
- Pre-proposal activities
- Ways to market
- Post-award marketing activities for subcontracts
- Cross-selling existing contracts
- Growth matrix
- 13 steps to competitive advantage

Forensic Photoshop

Designed for law enforcement and Homeland Security personnel, this class outlines the processes for using Photoshop in a forensic environment. We'll examine digital darkroom applications as well as image analysis and image enhancement methods. You will learn how to take digital images and use Photoshop to enhance features not visible to the naked eye. Topics include:

- Setting up Adobe Photoshop for the most efficient and productive environment
- Digital darkroom techniques
- Image analysis and enhancement
- Techniques and information that are valid for court applications

- Scanning, selecting media for archiving, configuring a digital imaging system, setting the proper resolution, adjusting the image, and comparing images with known samples
- Using frequency filters to enhance hidden facial features
- Graphically comparing handwriting examples and wounds with weapons
- Removing backgrounds from fingerprints

Prerequisite: Photoshop I or its equivalent.

Improving Editing Skills

As an editor, you probably have a list of linguistic pet peeves that you zealously guard against. But do you fear you're leaving other errors undetected? If so, this refresher course can help. Challenging exercises will pinpoint the real-world problems that editors struggle with most:

- Subject-verb agreement
- Active and passive voice
- Convoluted sentence construction
- Ambiguity and redundancy
- Clarification of noun strings

Participants receive *The New York Public Library Writer's Guide to Style and Usage*.

Prerequisite: Intensive Introduction to Copyediting or equivalent experience.

Indexing I

Whether you want to hyperlink text for Web pages or make your book series more reader-friendly, this class can help. Master the art of indexing and you'll win over your information-hungry readers. This hands-on introduction covers indexing terms and concepts and highlights important tools of the trade. You'll learn how to

- Identify important keywords
- Create and phrase entries
- Categorize information
- Cross-reference terms and ideas
- Use PC-based indexing software

Participants receive *Indexing Books*.

Indexing II

You've completed the first draft of an index, but now you need to edit it. That's a whole new ball game. Our experienced instructors, active in the American Society of Indexers, will teach you all the steps necessary to validate and produce an index ready for publication. You'll find out how to

- Cure organizational problems
- Catch redundancies and unnecessary cross-references
- Edit for limited space
- Make the most of PC-based indexing software
- Maximize your time without sacrificing quality

Integrating Forms and Databases on the Web

Learn to make your Web site more dynamic by connecting your HTML forms to a database. This course focuses on the fundamentals of integrating a database with the World Wide Web using Active Server Pages. Topics include the following:

- HTML form inputs
- Structured Query Language (SQL)
- Inputting data into database tables
- Displaying an employee directory from a database

- Building a survey form and database

Prerequisites: Web Page Development I and Programming Bootcamp, or equivalent. Recommended: Active Server Pages (ASP) I.

Intensive Introduction to Copyediting

You care about details like subject-verb agreement and the placement of commas. Now people depend on you to tweak their prose to perfection. This three-day course will help you meet that challenge. You'll be introduced to the GPO and Chicago style manuals, as well as the basic editorial marks. You'll also learn to

- Reduce ambiguity and combat wordiness
- Build consistency of grammar and tone
- Copyedit tables and references
- Differentiate between a style decision and a rule of grammar
- Eliminate misused modifiers

Participants receive *Substance & Style*.

After taking **Intensive Introduction to Copyediting**, participants should work with what they learned for at least six months before taking an intermediate editing workshop.

Intensive Review of Grammar

Is it *that* or *which*? *Who* or *whom*? Go ahead -- become the expert, so you can settle grammar arguments once and for all. This two-day class, designed for writers and editors, covers the fine points of grammar with a fine-toothed comb. Topics include

- Adverbs and adjectives
- Restrictive and nonrestrictive clauses
- Dependent and independent clauses
- Pesky punctuation rules
- Pronoun-antecedent agreement
- Subject-verb agreement

Participants receive *The Gregg Reference Manual*.

Internet Solutions and Open Source Software

This class focuses on the many freeware and shareware applications available and how to use them. We will start with software to help you protect your computing environment using free firewall, antivirus, and spyware applications. Then we will focus on some of the many free or reduced-price end-user software applications that can be substituted for your office and production applications. Topics include:

- Firewall and spyware blockers
- Productivity software
- Alternative Web browsers
- Communication tools
- Utilities and Web resources
- File storage
- Voice over Internet Protocol (VoIP)
- Online services

Prerequisites: Web Page Development I or equivalent experience

Introduction to .NET and ASP.NET

The future of Microsoft development is .NET. Learn what it is all about and create hands-on ASP.NET Web pages in both Visual Basic.NET and C# (pronounced C-Sharp). Microsoft .NET is software that connects information, people, systems, and devices. It spans clients, servers, and developer tools. Topics include the following:

- Microsoft .NET

- .NET framework
- Common language runtime
- Base framework classes
- ADO.NET
- ASP.NET
- .NET Compact Framework
- XML Web services
- .NET languages

Introduction to ASP.NET 2.0 Applications

Specifically for ASP.NET programmers to learn the important feature enhancements of ASP.NET 2.0. Get a head start evaluating, planning for, and exploiting the innovations by studying the following topics:

- ASP.NET 2.0 applications
- Master pages
- Web parts and personalization API
- ADO.NET 2.0 and data-bound controls
- Membership and role management API
- Web form wizards

Recommended: Working knowledge of ASP.NET 1.0.

Introduction to Information Design

Your work demands effective presentation of information. But how do you organize, transform, and present your information so people can find it, use it, and understand it? One solution is to think like an information designer. In this class, you will learn the vocabulary and techniques of information design. Topics include

- Defining "information design"
- Understanding how users process information
- Analyzing three fundamentals for designing information
- Discovering techniques for creating effective information graphics
- Exploring techniques for presenting Web information clearly
- Applying information design principles in class communication products

Introduction to Java for Non-Programmers

New to Java? Find out how to use the Java programming language to enhance your Web site. This hands-on class is for those who have no programming background but want to learn more about Java. Topics include, Java: What is it?, Setting up the Java development environment on your PC, The Java programming language explained, Building, compiling, and running Java applets, Java servlets: What, why, and how, Java and databases.

Introduction to Magazine Editing

Editors drive magazine publishing -- but not alone. You'll be introduced to the basic concepts of creative editorial collaboration with writers, designers, production specialists, content reviewers -- and the leaders and experts in your field.

Learn how to look at magazine content visually, look at magazine layouts editorially, and achieve a look, sound, and feel that your readers will welcome.

This seminar-style class is for new and aspiring editors who need a crash course in the basics of magazine content development and design, as well as designers seeking insight into the editorial considerations that drive reader-centric layout decisions, and those charged with transitioning an organizational newsletter or journal to magazine format.

You'll come away knowing more about where to start and where you need to go. Instructor lecture and demonstration, exercises with magazine samples, and class discussion are all part of this exciting class. Topics include the following:

- The organizational branding mission: more and less than a B2B, lifestyle, consumer, or "objective reporting" focus
- The service-content mandate versus good magazine journalism
- How to edit different types of authors: experts, volunteers, freelancers, staff
- The working parts of magazine layout: who's responsible for what, and when
- Display element basics: coverlines, the table of contents, headlines, captions, pull quotes
- How to schedule quality control checkpoints and minimize errors
- Working with editorial boards, content reviewers, and regular contributors
- Bringing life into the closed world of organizational magazines

Introduction to PHP

Learn to use PHP, an open-source scripting language for developing dynamic, database-driven Web sites. Topics include

- How to download and install PHP on your Web server
- Using PHP to respond to HTML form submissions
- Sending e-mail messages with PHP
- SQL and querying databases with PHP
- Managing state information with cookies and sessions

Prerequisites: Web Page Development I and II or equivalent experience.

Introduction to Project Management

This course, based on the Project Management Institute's (PMI) Project Management Body of Knowledge (PMBOK), introduces participants to the concepts, practices, and processes of project management. It covers the project life cycle processes and the associated PM knowledge areas. The course is designed for newly assigned project managers and those preparing for project management, program management, and project administration positions. Topics include

- Initiating Processes
- Planning Processes
- Executing Processes
- Controlling Processes
- Closing Processes

Java Server Pages for Non-Programmers

Learn how to use JavaServer Pages (JSP) to create interactive, dynamic Web sites based on the Java programming language. Topics include, Setting up the JSP development environment on the PC, JSP syntax summary, Java objects and JavaBeans, JSP tag libraries, Creating and using Java servlets

Online Marketing and Search Engine Optimization

You've built a Web site, but will anyone visit? This course will teach you how to increase traffic to your site and market your products and services using the Web and e-mail. Topics include

- Creating and implementing an Internet marketing plan
- Setting a marketing budget
- Redesigning your Web site to improve navigation and sales
- Revamping your existing print materials for the Web
- Using e-mail to attract Web traffic
- Developing an e-mail newsletter

- Promoting your site with mailing lists and newsgroups, direct mail, and banner and print ads
- Measuring your Internet marketing results

Introduction to OS X

For the beginning Mac user, this course provides the foundation for all of EEI Communications' Mac courses.

- Introducing System 8
- Naming, copying, deleting, and moving files and folders
- Making aliases
- Learning to use Get Info and memory allocation
- Discussing Apple menu items
- Explaining the Mac's file hierarchy
- Using the clipboard
- Running multiple applications

Java for Non-Programmers

New to Java? Find out how to use the Java programming language to enhance your Web site. This hands-on class is for those who have no programming background but want to learn more about Java. Topics include

- Java: What is it?
- Setting up the Java development environment on your PC
- The Java programming language explained
- Building, compiling, and running Java applets
- Java servlets: What, why, and how
- Java and databases

Prerequisites: Web Page Development I and II and JavaScript for Non-Programmers.

Java Server Pages for Non-Programmers

Learn how to use JavaServer Pages (JSP) to create interactive, dynamic Web sites based on the Java programming language. Topics include

- Setting up the JSP development environment on the PC
- JSP syntax summary
- Java objects and JavaBeans
- JSP tag libraries
- Creating and using Java servlets

Prerequisites: Web Page Development I and II, Introduction to Java for Nonprogrammers, or equivalent experience.

JavaScript for Non-Programmers

This hands-on class is for those who have no programming background who want to learn to create and apply JavaScripts to their Web sites. Topics include

- What is JavaScript?
- JavaScript vs. Java: What's the difference?
- Syntax
- Data types, variables, and expressions
- Operators and comparison expressions
- Loops
- Functions and objects
- Arrays
- Event handlers
- Creating JavaScripts that add interactivity to the page: interactive forms, dynamic menus, simple search engine, image rollovers, simple shopping cart, and more

Prerequisite: Web Page Development I and II and Dynamic HTML and Cascading Style Sheets for Non-Programmers.

Layout Software Basics

This course provides an introduction to publishing and graphics software. If you have little or no experience with desktop publishing or graphics applications, it is highly recommended that you take this class. You will go step-by-step through terms and tools of applications used by graphic designers, illustrators, photographers, and editors. The material covers the following topics:

- Understanding the layout software environment
- Working with tools, palettes, and layers
- Drawing objects with drawing tools
- Understanding master pages
- Placing text and graphics
- Editing objects using the control palette
- Understanding the CMYK printing process
- Keyboard shortcuts

Macromedia Authorware I

You'll learn how to develop presentations, quizzes, interactive hypertext, Help systems, glossaries, and much more. You'll also receive a basic introduction to multimedia. Topics include

- Developing interactions using Authorware's response types (text responses, key press responses, push buttons, pull-down menus, hotspots, hot objects, basic animation, and logical branching)
- Developing paging and navigational structures in Authorware
- Defining and implementing hypertext and hyperlinks
- Incorporating multimedia, such as sound and digital video, into Authorware
- Creating and using models, templates, and libraries to increase productivity
- Using a Macromedia Director production in Authorware
- Working with the new Framework and Navigate icons
- Creating runtimes

Prerequisite: Experience using Windows. Completing the Discovery Tour and the tutorial provided with Authorware is highly recommended.

Macromedia Captivate

Macromedia Captivate is the easiest way to create professional-quality, interactive simulations and software demonstrations without any programming or multimedia knowledge. Captivate automatically records onscreen actions, including editable mouse movements, text captions, and scored click-boxes. The small file size and high resolution make Captivate content ideal for rapid application training, user support tutorials, and online product demonstrations. Topics include:

- Captivate basics
- Captions and timelines
- Images
- Pointer paths, buttons and highlight boxes
- Movies
- Rollover captions and rollover images
- Slide labels and notes
- Audio
- Animation
- Question slides

Macromedia ColdFusion I

For experienced Web developers. At the end of this class, you'll have built a database and created a ColdFusion site with elements that you can immediately apply to your own site. Topics include

- How to set up the ColdFusion development environment
- ColdFusion tags
- Intro to ODBC-compliant databases and SQL
- Building dynamic queries
- Publishing dynamic data
- Creating interactive forms that add, update, and delete info from a database
- Creating a Verity search
- Generating order forms and automated e-mail response
- ColdFusion event scheduling

Prerequisite: Web Page Development I and II.

Macromedia ColdFusion II

Extend your knowledge of ColdFusion with more advanced ColdFusion Markup Language constructs. Learn ColdFusion programming techniques that enable you to

- Implement more complex programming concepts such as arrays and loops
- Deploy application-level security
- Read information from and write information to text files on your server
- Use the Verity search engine that comes bundled with ColdFusion
- Schedule templates to run on a recurring basis
- Perform multiple queries as a transaction
- Build intelligent "agents" for the Web
- Use Allaire's Web Distributed Data eXchange (WDDX) technology to share data sets between applications

Prerequisite: Allaire ColdFusion I.

Macromedia Director I

This course is for those who want to use the power of a multimedia software to produce interactive training applications, electronic marketing pieces, and presentations for informative or entertainment purposes. Topics include

- Familiarity with the Director interface
- Animation techniques in Director
- Constructing film loops
- Importing into Director
- Sound management
- Introduction to scripting and Lingo
- Button- and frame-based interactivity
- Field manipulation
- Streamlining a Director movie
- Creating projectors and Shockwave movies
- Exploring behaviors and sprite scripts

Prerequisite: Experience using Mac OS or Windows and knowledge of a paint or illustration program on the same platform.

Macromedia Director II

This course is for those who want to gain more complete control over this powerful tool for interactive products. Participants will learn and make extensive use of Lingo, Director's programming language. Topics include

- Branching and looping

- Construction of pull-down menus
- Rollover functions and interfaces
- Control of sound level
- Control of digital video playback
- Puppeting
- Getting and making use of feedback on digital video in Director's Lingo-based animation

Prerequisite: Macromedia Director I or equivalent experience.

Macromedia Director III: Intensive

This course provides a real-world development experience by creating a product in two days of class. We include the planning and development phases of a simple project and divide tasks among participants. Everyone leaves with a complete copy of the class project and related code and materials. Topics include

- Planning: Project resources, flowcharts, and grid production
- Artwork: Prepare and clip all necessary artwork
- Code Phase: Write Lingo to animate code and build structure
- Create Installation: Complete post-production tasks

Prerequisite: All participants must be proficient in Director and Photoshop and should be comfortable on both Mac and PC platforms. Instructor approval required for participation.

Macromedia Dreamweaver I

Macromedia DreamWeaver's powerful page-layout capabilities, site management tools, and groundbreaking support for dynamic HTML make this package the program of choice for many Web page developers. In this two-day class you will learn

- Site management and FTP
- Layers
- Tables
- Imagemaps
- Tracing images
- Style sheets
- Libraries/templates
- Frames
- Rollovers
- Forms
- Interactivity
- Plug-ins

Prerequisite: **Web Page Development I**, experience with Mac OS or Windows 95, and good mouse skills.

Macromedia Dreamweaver II

In this two-day class, you'll delve into advanced Web page development using Macromedia Dreamweaver. The focus will be on deploying active and dynamic content on the Web, sophisticated animations, and databases. You will learn

- E-Commerce solutions
- Working with XML content
- Database-driven content
- Advanced timelines and behaviors
- Advanced layer techniques
- Extensibility through third-party objects
- Complex search-and-replace operations

Prerequisite: **Macromedia Dreamweaver I** or equivalent experience.

Macromedia Dreamweaver with Advanced CSS

Learn to create cross-browser compatible CSS based Web sites using Macromedia Dreamweaver. The main focus of this two-day class is CSS. Dreamweaver will be used to expedite the development process. Topics include the following:

- Understanding structure vs. presentation
- Transitioning from tables to style sheet layouts
- Blending techniques to create complex designs
- Working with CSS-based layouts
- Understanding CSS positioning
- Using basic multicolumn layout
- Creating nonrectangular layout effects
- Styling for print and screen media

Some of the hands-on projects will include the following:

- Converting an existing page
- Styling a press release
- Bringing hyperlinks to life
- How to skin a menu
- Styling for print
- Making an input form look good
- Creating an online greeting card
- Multicolumn layout
- Positioning a better design
- Fixing backgrounds

Macromedia Fireworks II

In this fast-paced class, you'll refine and enhance your Fireworks skills. You will create entire Web page designs, slice and export HTML code, learn about vector and bitmap masks, and create photomontages. You will also use Fireworks/Dreamweaver integration features to update your Web pages and create an entire Web site. Topics include:

- Masks for creating photomontages
- Illustration tools for creating vector graphics
- Advanced animation using shared layers and tweening
- JavaScript code
- JavaScript rollovers
- Pop-up menus
- Exporting artwork to use as Dreamweaver templates

Prerequisite: Fireworks II or equivalent experience.

Macromedia Flash

Learn to use this vector-based application for creating animation on the Web that downloads quickly and takes up less file space. Topics include

- Drawing in Flash
- Overlays, frames, layers, and symbols
- Motion tweening
- Color and transparency effects
- Importing and tracing
- Masks

- Motion guides
- Shape tweening and hinting
- Buttons and movie clips
- Scenes and instances
- Testing and exporting Shockwave movies

Participants receive *Flash: Creative Web Animation*.

Prerequisite: A class in Illustrator, FreeHand, or CorelDRAW or equivalent experience.

Macromedia Flash II

This hands-on course demystifies complex Flash sites and then teaches you how to plan, organize, and create your own Flash project

Macromedia Flash III

This class will provide the launch pad for advanced Flash development. You will create a project from scratch based on a real-world scenario. You will leave with a CD-ROM containing the class project, related code, and all materials.

Managing the Publications Department

Large or small, publications departments are increasingly complex, and managers need up-to-date skills to manage them productively. This course is designed for managers who want to learn how to increase their effectiveness and build successful programs. The second day features a panel of EEI Communications senior managers who field questions about managing people and production processes. Topics include

- Managing programs
- Planning and budgeting
- Working with the various players in producing publications
- Keeping up with changing technology
- Managing multiple projects and priorities
- Evaluating and justifying staffing needs
- Managing telecommuters and flextime employees
- Training, coaching, and mentoring
- Monitoring and evaluating
- Supporting, developing, and showcasing staff
- Developing your own skills and working with your peers

Participants receive *My Big Sourcebook*.

Marketing with E-mail, RSS Feeds, and Blogs

E-mail as a delivery mechanism for marketing campaigns isn't as effective as it used to be. Did you know that 20% of your messages never make it through, due to spam filters and other factors? What's a marketer to do? Learn how to successfully reach your customers and prospects -- without breaking the CAN-SPAM laws--using an integrated mix of e-mail, RSS feeds, and blogs. Topics include

- E-mail marketing--what still works?
- What is an RSS feed? How does it work?
- What is a blog? How does it work?
- How to convert your existing e-mail promotional list to an RSS feed
- How blogs can create new and revenue-generating opportunities while giving your prospects and customers a voice
- How to integrate e-mail, RSS feeds, and blogs into one integrated online campaign

Microsoft Access I

This course is for those who want to learn this powerful, easy-to-use database program. Topics include

- Learning database concepts

- Entering data
- Using forms and data sheets
- Copying and moving data
- Answering questions by finding the data you need
- Using data from different sources
- Creating a query; making a query interactive
- Using filter by form and filter by selection
- Customizing a form
- Creating a report with grouped information and totals

Prerequisite: Experience using Windows.

Microsoft Access II

This course is for those who want to become power users of Access. Topics include

- Principles of table design and table relationships
- Advanced query techniques
- Introduction to functions, macro actions, and events
- Advanced form techniques, including using macros in forms
- Advanced report techniques

Prerequisite: Microsoft Access I or equivalent experience.

Microsoft Access III

This course will introduce advanced subjects such as remote database management, how to exchange data with XML, making your database available on the Web, and automating your business processes using VBA code. Topics include the following:

- Making your data available on the Web
- Developing a data access page in design view
- Importing XML data into your database
- Exporting data in XML format
- Automating business processes with VBA

Prerequisite: Microsoft Access II or equivalent experience.

Microsoft Excel

This course is for those who need to learn the basic concepts and capabilities of Microsoft Excel.

- Using application and worksheet windows
- Creating, revising, and formatting worksheets
- Entering formulas and functions
- Printing the spreadsheet
- Linking worksheets
- Creating and printing graphs
- Performing a goal-seeking analysis
- Using style sheets

Prerequisite: Experience using Windows.

Microsoft Excel II

With the skills of Excel I as the foundation, you can now work with some more advanced features of Excel and learn how to:

- Use function and auditing features to create advanced formulas and audit worksheets
- Use PivotTables and other analysis tools to analyze data
- Use comments to collaborate with others

- Customize your workbook by applying conditional formatting, adding data validation criteria, customizing menus and toolbars, creating and editing macros; and grouping and outlining structured data
- Work with multiple workbooks to create a workspace, consolidate data, link cells, edit links, export Excel data into XML, import XML data into Excel, and create a Web query
- Use multiple graphic objects to enhance your worksheet

Prerequisite: Microsoft Excel I.

Microsoft FrontPage

Designed for non-programmers, this product makes Web site development easier. Topics include

- Formatting text, lists, and tables
- Creating forms
- Using templates and wizards provided with FrontPage
- Understanding the HTML codes you've generated and modifying them
- Creating hot spots for clickable graphics
- Using the spell-checker and Word Custom Dictionary
- Getting an overview of FrontPage support for ActiveX, Java applets, and Netscape plug-ins

Prerequisite: **Web Page Development I** and good Windows 95 and mouse skills.

Microsoft PowerPoint

This course is for businesspeople and graphic artists who create slides or electronic presentations. Topics include

- Selecting a template and creating a slide master
- Creating work, bar, line, area, and pie charts
- Importing data and graphics files
- Using an outline file to create presentations
- Using the slide finder to find and reuse a slide
- Preparing speaker notes and audience handouts
- Using the shape tool and other drawing aids
- Using color schemes and special effects
- Arranging slides with the slide sorter; using Viewer
- Reviewing a slide show and adding comments

Prerequisite: Experience using Windows 95.

Microsoft Project

This course helps project managers and publications managers who need to track complex or multiple projects and resources over time. Topics include

- Entering project tasks, resources, and the project calendar
- Outlining the project, establishing task dependencies, leveling resources, and establishing a baseline
- Managing the project by tracking and updating
- Using Gantt charts, PERT charts, and reports to complete the project successfully

Prerequisite: Experience using Windows.

Microsoft Project II

This course for Microsoft Project users who are managing large, complex projects, and need to learn how to analyze, report, and fine-tune existing projects. The focus of this course is on resource and workload adjustments, and developing tracking skills to ensure a successful project completion. Topics include

- Fine-Tuning Task Information
- Reorganizing phases and tasks
- Analyzing the Critical Path
- Fine-Tuning Resource Information

- Leveling Over-allocated Resources
- Documenting Resource Details with Reports
- Fine-Tuning Assignment Information
- Applying Different Cost Rates to Assignments
- Creating Consumption Rates
- Documenting Assignment Details with Reports
- Accurately Tracking Project Progress
- Creating an Interim Plan
- Documenting the Project's Progress with Reports

Prerequisites: Microsoft Project I, and some project management experience.

Microsoft Word I

This course is for those who want to learn the basic features of Microsoft Word. Topics include

- Creating, saving, retrieving, and printing documents
- Working with blocks of text
- Using Office Assistant
- Creating and formatting tables
- Using bullets and numbering
- Creating headers and footers
- Using Help
- Using the dictionary, thesaurus, and grammar-checker

Prerequisite: Experience using Windows.

Microsoft Word II

This course is for those who need to know more about Microsoft Word. Topics include

- Formatting with styles; creating auto-styles
- Creating multiple headers and footers
- Using auto-complete and auto-format as you type
- Saving time with auto-summarize
- Using mail merge
- Creating newspaper-type columns
- Importing and framing clip art
- Using AutoCorrect and AutoFormat

Prerequisite: Microsoft Word I or equivalent experience.

Microsoft Word III

This course is for those who need to learn more about Microsoft Word's powerful features. Topics include

- Working with long documents
- Creating custom templates
- Using document maps
- Creating forms
- Customizing toolbars
- Creating a table of contents
- Using search and replace
- Saving a formatted Word document as HTML

Prerequisite: Microsoft Word II or equivalent experience.

Object-Oriented Programming (OOP) Bootcamp

Learn what it means to give objects characteristics that can be transferred to, added to, and combined with other objects to make a complete program. Learn what makes a programming language an OOP language. Topics include the following:

- Classes and objects
- Fields, properties, methods, and events
- Encapsulation, inheritance, and polymorphisms
- Overloading, overriding, and shadowing

Prerequisite: Programming Bootcamp or equivalent

PC Troubleshooting and Maintenance

In this three-day, hands-on course, students work in small groups to take apart, check, and upgrade personal computers and put them back together. Students are shown the various components of computer systems and learn the internal hardware settings that make those systems function as reliably as possible. Instructor-led exercises demonstrate step-by-step problem-solving techniques so that common problem areas can be quickly diagnosed and corrected. Topics include the following:

- Various components of the computer
- Preventive maintenance procedures to extend the life of a computer
- Modifications of computer systems to improve computer efficiency
- How to identify problem areas within a computer system
- How to identify environmental factors that adversely affect a computer system
- Diagnostic procedures

Day One

- Completely dismantling a computer
- Building a computer from scratch
- Isolating problems
- Installing and managing hardware
- Supporting display devices, I/O devices, and ACPI

Day Two

- Supporting storage devices
- Understanding FAT
- Running PC diagnostic program to check PC condition
- Understanding SCSI drives
- Installing multiple hard drives
- Creating multiple partitions
- Understanding RAM drives

Day Three

- Installing Windows
- Understanding bits and bytes
- Learning base 2 to base 10 conversion
- Supporting Windows Desktop
- Recovering deleted files
- Monitoring system performance

Persuasive Communications in Marketing and Public Relations

This course is designed for department heads, project managers, as well as mid-level communications professionals who wish to expand their public relations and marketing skills.

Day one of this class give you a fresh but proven approach to make sure your written and spoken communications are persuasive, impactful, and more successful in achieving the results you want. Day two takes this basic approach and applies it to either marketing or public relations/public affairs in separate breakout sessions. The class is highly interactive with lots of group exercises and discussion led by two experienced pros in the communications field.

Topics include:

- Defining Marketing and Public Relations
- Effective writing techniques
- Branding
- The Marketing Communications Plan
- Public Relations Tools
- Identifying audiences
- Special Public Relations functions

Podcasting for Business and Government

It is the next evolution in blogging and has caught the attention of both Microsoft and Apple Computers. Now, ESPN, Disney, Senator John Edwards, and even Governor Schwarzenegger are doing it, and corporate America and branches of the government are exploring the potential of this exciting new communications medium. It's called podcasting, and in its first year of existence it has caught the attention of mainstream media, spawned over a dozen books from major computer book publishers, and broadcasts more than 5,000 different programs to a worldwide audience. However, much about podcasting remains a mystery. Do you need an iPod to podcast? What do you need to podcast? What if you have no experience in broadcasting? Is podcasting time-consuming? And, most of all, what can podcasting do for your business or branch of government that you're not doing now? This exciting class will answer all of these questions and more. Beginning with the basic building blocks of podcasting using RSS feeds and XML and ending with broadcasting techniques and tricks in audio editing and engineering, Podcasting for Business and Government takes your team into the next wave of communication, presenting new options for call reports, keynote speaker addresses, messages for stockholders, and daily news for your organization. Topics include the following:

- What is podcasting?
- Creating a podcast
- Working with XML and RSS
- Compressing MP3 files
- Finding a host on the Web
- Podcasting recording preparation
- Running time of a podcast
- Finding your voice
- Audio accessories
- Copyright issues
- Naming conventions
- Tracking techniques
- Downloading and listening

Podcasting for Business and Government II

In this higher-level podcasting course, we will look deeper into the hottest form of media delivery. We'll explore the nuances of audio editing "sweetening" with production-quality software and set up a Web site host specifically for podcasting and ideas for letting people know you have a podcast. Topics also include:

- Audio editing with multiple tracks
- Audio editing (basics) with Soundtrack Pro (Mac)
- Audio editing (basics) with Adobe Audition (PC)
- XLR microphones and cables
- Gain, reverb, and other audio filters

- Portable setups (M-Audio, MobilePre)
- Registering your podcast with a host via LibSyn
- Writing show notes
- Introduction to enhanced and video Podcasting

Prerequisites: Podcasting for Business and Government I.

Production Techniques and Technology

This course provides an overview of the print production process both for those new to the field and for editors, writers, designers, or graphic artists who need to understand how the various publications processes make up the "big picture" of print production. Topics include

- Processes and principles of graphic production, prepress, and printing
- Basics of design, typography, and layout
- Electronic advances on the desktop and in the printing plant
- Working with vendors
- Basics of scheduling, estimating, and quality control

(Managers should take **Project Management for Publications** for a more thorough treatment of scheduling and estimating. Maintaining quality control is a major theme in **Managing the Publications Department**.)

Participants receive *My Big Sourcebook* and *Pocket Pal*.

Programming Boot Camp

This course is for non-programmers who need to learn the basic concepts of scripting languages and tools, such as JavaScript, VBScript, Lingo, or Visual Basic. Instructor lecture and in-class exercises in Visual Basic address the following topics:

- Event-driven programming
- Data and variables
- Control structures (if-then, do-loops)
- Procedures
- Introduction to SQL

Prerequisite: Good Windows 95 and mouse skills.

Project Change Management

This course, based on the Project Management Institute's (PMI) Project Management Body of Knowledge (PMBOK), is designed to introduce participants to the principles of change management as applied to project management and products. The course is designed for newly assigned project managers and those preparing for project management, program management, or project administration positions. Topics include

- Change control system
- Configuration management
- Performance measurement
- Coordinating changes throughout the project
- Change management and project closure

Project Management for Streaming, DVD and Multimedia

Designed for students with limited new media or production experience, this course provides an overview of the steps involved in bringing a digital video, multimedia presentation, or CD-ROM project to completion. Participants learn the creative process and how to manage all the resources required for multimedia or CD-ROM production.

Steps in the process include

- Audience and purpose analysis
- Information and graphic design
- Resources

- Managing the creative process
- Scheduling and budgeting
- Quality control
- Video and sound options

Participants receive *Pre-Production Planning for Video, Film, and Multimedia*.

Project Management for Publications

This intensive how-to session emphasizes assessing, planning, and managing publications projects. The focus is on the role of the project manager in the publications work flow. Topics include

- Defining the work plan
- Developing estimates
- Creating schedules

Project Management for Web Development

This course provides an overview of the steps in planning and producing a Web site and then maintaining it. Students learn the process and their role in determining the resources required for Web site production and maintenance.

Topics include

- Planning
- Documentation
- Staffing
- Budgeting
- Scheduling
- Contract considerations
- The human factor
- Quality control
- Programming
- Microsoft Project introduction

Quality Control in Publications

High-quality, error-free publications don't happen by chance. They're the result of a systematic approach that starts with the very first editorial and production steps and continues until the job is released for printing. This course teaches the guidelines and principles of the publications process and helps participants develop the systems and skills they need to build in quality every step of the way. Topics include

- Quality-oriented planning and systems
- Practice in detecting errors
- Using software effectively
- Working with print vendors

Participants receive *Error-Free Writing: A Lifetime Guide to Flawless Business Writing*.

QuarkXPress I

This is the place to start if you want to master this fantastic desktop publishing program. The course has all the lessons people have asked us for. You'll learn to

- Create and save documents
- Format text and paragraphs
- Work with page elements
- Import and manipulate text and graphics
- Combine text and graphics on a page
- Wrap text around an irregularly shaped graphic

Prerequisite: Experience using Mac OS or Windows.

QuarkXPress II

This is your second stop on the way to mastering QuarkXPress 4.0. You'll learn everything you need to become more efficient with QuarkXPress, including

- Paragraph and character style sheets
- Libraries
- Master pages
- Templates
- Tracking
- Kerning
- Hyphenation
- Process colors

Prerequisite: QuarkXPress I or equivalent experience.

QuarkXPress III

By the time you've completed this one-day class, you'll have everything you need to master QuarkXPress. You'll learn to

- Create and build indexes
- Create and build a table of contents
- Collect for output
- Create PostScript files
- Work with books
- Synchronize documents
- Work with trapping

Prerequisite: QuarkXPress II or equivalent experience.

Regular Expressions for Non-Programmers

Learn how to provide easy error checking and data validation on your Web site. Regular expressions are a powerful means of validating Web application data. Although most commonly associated with the Perl scripting language, they are also supported in many other client-side and server-side programming languages. Topics include:

- Writing regular expressions for commonly used data (zip codes, phone numbers, etc.)
- Using ranges and POSIX classes to simplify regular expressions
- Specifying a specific number of occurrences
- Escaping special characters
- Matching at the beginning or the end of a string
- Implementing regular expressions in JavaScript, Perl, ColdFusion, Java Server Pages (JSP), and ASP/ASP.Net.

Prerequisites: Web Page Development II.

Resume Writing

Create an exceptional résumé that helps you compete successfully for the job you want. Whether you're revising your résumé or starting from scratch, we'll help you identify and promote your most marketable skills and strengths. We'll "weigh" every word and evaluate and improve every element, including content, flow, tone, typography, layout, and overall presentation. Through individual and group exercises, examples, critiques, and dozens of guidelines, you'll find out how to see your résumé as employers see it, and how to turn it into what they're looking for. In this intensive workshop, you'll also find out how to:

- Rethink and reframe the benefits you bring to an employer
- Customize your résumé and cover letter for each targeted employer in just a few meaningful strokes
- Sell yourself as the hot commodity you are

- Neutralize bad news or even turn it into an advantage
- Build or rebuild from the ground up
- Polish to a shine

NOTE: If you have a resume and sample cover letter, please bring an electronic and a least one printed copy of each to class.

Prerequisite: None.

Scientific Editing

Technical information doesn't have to be communicated in complicated ways. It's possible to distill complex ideas into engaging, understandable copy. This two-day course will prepare you to edit scientific material with confidence, even if you're not a specialist in the author's field. Day 1 covers preventive editing -- how to ease scientists and engineers away from their wordy tendencies. Day 2 focuses on nitty-gritty techniques specific to scientific editing. You'll learn how to

- Motivate authors to revise their work
- Curb authors' dependence on jargon and dense text
- Tap into scientific editing resources
- Meet title, abstract, and keyword requirements
- Edit math and scientific data in graphs, diagrams, and illustrations
- Deal with units, measurements, and numbers
- Use scientific and engineering symbols

Prerequisite: **Intensive Introduction to Copyediting** or equivalent experience. You may register for one day.

Sony Vegas Video

This course provides an introduction to video capture and sound editing with Sony's Vegas Video. Topics include:

- Project setup and capturing video
- Editing clips, and separating and rejoining audio and video
- Applying filters and superimposing (compositing) clips
- Adding titles, zooms, and pans (to graphics, stills, and motion clips)
- Adding special effects, transitions, and fades
- Audio editing, sweetening, and multitracking
- Exporting to videotape, streaming video, DVD, and iPod

Prerequisite: Experience using Windows.

Strategies of Effective Writing

This two day course focuses on the planing stages, writing your first draft, and the special skills you will need to edit your own work.

Structured Query Language (SQL) I

Structured Query Language (SQL) is a powerful way to organize and extract information from relational databases. This class will teach you how to write queries using SQL, and techniques for effective and efficient database design. In this course you will learn how to

- Design relational databases
- Use the proper syntax for SQL statements
- Analyze and organize data
- Retrieve, insert, update, and delete data
- Use aggregate functions
- Write queries from multiple tables

- Normalize data

Structured Query Language (SQL) II

This advanced course on the Structured Query language (SQL) will provide students with critical information necessary for writing advanced database queries, using complex databases. In this course you will learn how to

- Use advanced techniques for querying a database
- Design sub-queries
- Data dictionaries
- Database security
- Creating and managing sequences, and indexes
- Create stored procedures

Structured Query Language (SQL) Sver 2005

SQL Server 2005 (release date November 2005) is a robust database for building data-driven applications. Learn about the developer edition. This edition is free, runs on a developer's machine, and the data are easily transferable to a hosted SQL Server solution. Topics include the following:

- SQL Server objects
- Stored procedures, views, triggers, and cursors
- Programming with T-SQL and .NET CLR integration
- SQL Server XML support

Prerequisites: Programming Bootcamp, Microsoft Access I, and SQL I

Style Summit: Editorial Evolution in the Internet Era

How can you keep up with transition in style, usage, and grammar--and when can you say for certain the "things have changed"? Most of the answers aren't in any dictionary or major style guide. If the people in your organization make different calls, your publications and Web site will lack the consistency your readers deserve and your professional image requires. The Style Summit will help you simplify your editorial process, addressing issues such as nouns used as verbs (E-mail me), e-jargon, and acronyms, and informal usage's that seem to break the rules (like vs. such as; more than vs. over). Topics include: Why style matters, How style decisions make a difference to the reader, Major contemporary editorial and style considerations, Establishing and perpetuating your own propriety style, Expert advice on electronic style templates and macros, Participants are encouraged to bring two copies of their in house style guide or style sheet. If you don't have your own style guide, bring the major reference you use most often. Participants receive { [HYPERLINK"/press/what/](#) }E-What? A Guide to the Quirks of New Media Style and Usage or the equivalent.

Substantive Editing

The author might have sweat blood over the copy, but you're still faced with a document that needs work. Sound familiar? The course will teach you how to edit for clarity and meaning, sharpen your ability to spot factual errors and redundancy, and how to outline and organize unfocused materials without abandoning the author's voice.

Exercises are based on real-world manuscripts. Topics include

- Revising sentences for imprecise wording, redundancy, and factual inaccuracy
- Untangling garbled language
- Querying effectively
- Recognizing problems with tone
- Reorganizing confusing copy
- Determining the value and accuracy of information
- Assessing the manuscript for content, organization, and writing style
- Organizing unfocused material
- Pinpointing areas that need work and planning your editing approach
- Mastering the art of diplomacy

- Revising/rewriting introductory paragraphs
- Repurposing text for a different audience and use

Prerequisite: Intensive Introduction to Copyediting or equivalent experience.

Technical Writing

This course focuses on the challenges technical writers face. Participants are asked to submit a short writing sample one week before the class. Instructor-led discussions and in-class exercises address the following topics:

- Analyzing document purpose and audience
- Planning the layout and organization of the technical document
- Writing descriptions and explanations
- Writing instructions, procedures, and processes
- Integrating text and graphics
- Applying effective writing and editing techniques to technical documents

The Designing Editor

This course is for editors who must function as -- or hire -- designers but have little formal design training. Participants learn the fundamentals of effective information design appropriate for editors who work with or without desktop publishing software, and with or without artistic talent. Topics include

- How to evaluate a project from the designer's perspective
- What the basic steps in the design process are
- What makes information design work ... or not work
- How editors and designers interact
- What five things are guaranteed to ruin publication design
- What hands-on conceptual design and critique are

Participants receive *Quick Solutions to Great Layouts*.

Train the Trainer

Anyone who conducts training—however infrequently—can profit from learning some of the skills necessary to deliver high-impact, powerful training sessions. You will learn how to develop and conduct complete training classes, from writing course objectives to selecting course material and developing presentation skills. Participants are encouraged to bring material from their job for use during the class so they can learn by doing. Topics include:

- Adult learning principles
- Understanding the training process—an overview
- Assessing your training needs
- Writing your objectives
- Picking and choosing your content
- Outlining and sequencing
- Selecting your training methods
- Developing training aids and facilitation
- Handling problem situations
- Putting your new skills to work

Typography and Font Management

Learn about electronic typefaces as used in desktop publishing applications. Become familiar with the language and art of typography in order to communicate and design more professionally. Learn how to install, manage, and troubleshoot fonts on your desktop publishing computer. Topics include:

- Typing versus typesetting
- Good type design
- Top 10 common errors to avoid in typesetting
- Typeface pairing suggestions

- Readability considerations
- Electronic typeface formats, including PostScript Type 1, TrueType, and OpenType
- dfonts on Mac OS X and cautions about their use
- Font management software on Windows and Mac OS X
- Troubleshooting corrupt fonts
- Preparing/gathering fonts for service bureaus
- Fonts embedded in PDF files

Visual Basic I

This course is for non-programmers who want to create interactive, user-driven applications for the Windows environment. As an introduction to Windows application development using Visual Basic (VB), topics include

- Integrated Development Environment (IDE)
- Applications for Windows 95
- Object-oriented programming
- Forms, controls, properties, methods, and events
- Applications using VB controls
- Executables -- debugging and building

Prerequisite: Programming Boot Camp and good Windows 95 and mouse skills.

Visual Basic II

Continue to build your skills and make your applications more "data-aware" and flexible. Topics include

- Connecting a Visual Basic application to a database
- Using Visual Data Access Tools and SQL
- Programmatically manipulating databases
- Using dynamic link libraries

Prerequisite: Visual Basic I or equivalent experience.

Web Design

This fundamentals course provides an overview of various aspects of graphic interface design for World Wide Web sites on the Internet. This is not a hands-on course. Topics include

- Site conception
- Navigational and schematic design
- Work process flow from delivery of content to well-conceived and -designed page layout for HTML
- Editorial, informational, and navigational graphics
- Graphics for premium performance

Prerequisite: Web Page Development I or equivalent experience.

Web Design with Macromedia Dreamweaver and Photoshop

Learn how to use Adobe's software to take your Web interface design to the next level. We'll discuss understanding audiences and how to create a design appropriate for your target(s). You'll learn how to create attractive navigation elements and add texture and depth to your Web design. You will also learn how to create gorgeous color palettes, and design clean and well-organized Web page layouts. Topics include:

- Evaluating Web design
- Creating unique navigation bars
- Unifying different types of photos
- Creating a visual hierarchy for effective flow
- Adding custom elements to site photographs

Prerequisites: Macromedia Dreamweaver I and Photoshop I.

Web Development Standards and Policies

A refresher course for developers who have been using HTML for some time. Study the current standards and recommendations for HTML, page layout, usability, and accessibility. Understand the government Web standards (Section 508/1194.22). The class will enable you to decide what standards and policies your development team should achieve. Topics include the following:

- xHTML
- XML
- CSS for page layout
- Usability
- Accessibility

Prerequisites: Web Page Development I and II.

Web Graphics with Adobe Photoshop and ImageReady

This hands-on course shows you how to use Photoshop to prepare graphics for the Web. Topics include

- Creating seamless background patterns
- Making custom bullets, buttons, and horizontal rules
- Positioning your graphics with and without tables
- Making image maps

Participants receive *Creating Web Graphics*.

Prerequisite: Web Page Development I and II and Adobe Photoshop I or equivalent experience.

Web Page Development I

You'll learn how easy it is to create pages for the World Wide Web using HTML. Each participant works at a computer connected to the Internet. This clear, thorough introduction to Web page basics will prepare you to tackle your pages with new confidence. You'll learn

- How to format text
- How to include graphics in your Web page
- How to create links to take your viewers to additional information
- How to avoid basic Web page design errors
- How to create simple tables in HTML

Prerequisite: Web browsing experience.

Web Page Development II

This hands-on class is for those who want a Web page with more punch and more power. Topics include

- Using tables for page layout
- Creating nested tables
- Creating forms, including radio buttons and check boxes
- Creating transparent and interlaced GIFs
- Creating splice animations
- Creating client-side image maps
- Including external media on a Web page
- How to use File Transfer Protocol (FTP)

Prerequisite: Web Page Development I.

Web Page Development III

This course strengthens your page development skills. Topics include

- Creating a frame Web site
- Creating animated GIFs
- Creating a cascading style sheet

- Creating a JavaScript remote window
- Creating a JavaScript image rollover

Prerequisite: Web Page Development II.

Writing for the Web I

Writing and editing for Web sites are becoming hot topics in the online world today, as organizations cope with getting information online and making it sound as good as it can. Get up to speed in a small class with lots of exercises to practice this new style of writing and editing. You'll learn how to

- Understand the Web's strengths and limitations
- Give your audience the information it needs
- Organize information in user-friendly formats
- Apply techniques tailored to multimedia writing

Writing for the Web II

Writing and editing for the Web is constantly changing as the Web grows and develops. Use your experience as a writer or editor to create a Web site that attracts and satisfies your audience. This class helps Web writers and editors manage beginning writers and experienced subject matter experts. Topics include:

- Defining your genre and your audience
- Developing a structure for your Web content
- Working with subject matter experts who aren't writers
- Making the most of your writing project
- Giving and getting effective feedback
- Writing links that work for your client
- Menus - how to write them so your clients can use them
- Recasting a print article for the Web

Note: Class participants will be asked to bring a problem print-to-Web piece to class to work on during Day 2.

Prerequisite: Writing for the Web I or 3-5 years' experience as a Web writer or editor

Writing News

Writing for newsletters and other news periodicals should be brief and to the point. But writing concise, interesting articles can be harder than writing longer stories. Why? It's hard to "write short" without being superficial or even misleading. As for making newsletters enjoyable to read, recent research shows that the traditional "pyramid" style of writing is not necessarily the most effective. And there's a place for longer newsletter articles, too. Topics include

- New, more forceful reporting techniques
- The twelve most common grammar and punctuation errors in condensed writing
- Stronger leads and conclusions
- Tone -- what it means and why you should care
- Ways to bring news to life and avoid tired formulas
- Do's and don'ts of using spoken and printed quotations
- Statistics and logical generalizations
- Resources for research, fact-checking, and story ideas

Participants receive *The Associated Press Guide to News Writing*.

Writing the Perfect Business E-mail

E-mail has become the preferred method of communication in the business world. But what works among friends is taboo in a professional arena. Learn how to write e-mails that get read and are understood. Topics include:

- Keep it simple
- Make it useful

- Keep it short--even if it is important
- Spelling, grammar, and other problems
- Controlling emotion
- Who gets a copy?
- Writing attachments that get read
- Progress reports
- Instructions
- Evaluations and recommendations

XML and ASP.NET

With the release of .NET, Microsoft has developed a platform that provides robust end-to-end support for XML. Learn the different ways XML and XSLT can be leveraged in ASP.NET applications to make them more efficient, flexible, and maintainable. Topics include, .NET classes involved in transforming XML, Transforming XML through XSLT, Integrating XML into ASP.NET Web sites.

XML and ColdFusion

ColdFusion supports both XML and XSLT. This functionality makes the task of working with XML--something that can be quite complicated or cumbersome in other languages -- remarkably simple and straightforward. Topics include, Parsing existing XML, Generating new XML, Transforming XML through XSLT.

XML and XSLT

In this hands-on class, you'll learn how XSLT can be used to convert XML data for presentational purposes and to modify data structure. Topics include, What is XSLT?, Building XSLT applications, Transforming XML to HTML, PDF, and more, How to create dynamic XSLT

XML Development I

Extensible Markup Language (XML) enables the Web designer to create information that is evolvable: Write it once and use it many times. This hands-on class is for those with no programming background who want to learn more about XML. Topics include

- XML structure and syntax
- Creating well-formed XML documents Creating document type definitions (DTDs) and schemas
- Creating valid XML documents
- Defining and using entities
- Displaying XML documents using cascading style sheets
- Displaying XML documents using data binding
- Displaying XML documents using document object model scripts

Prerequisites: Web Page Development I and II and JavaScript for Non-Programmers.

XML Development II

In this hands-on class, you'll learn how XSLT can be used to convert XML data for presentational purposes, to modify data structure, and to create non-XML files. Topics include

- What is XSLT?
- Building XSLT applications
- Transforming XML to HTML, PDF, Word, and more
- How to create dynamic XSLT

Prerequisites: XML Development I.

XML Development III

In this hands-on class, you'll learn how to integrate XML into your Web applications using ASP, Cold Fusion, PHP, and Java. Topics include

- Guidelines for translating XML structure to a relational database model
- Rules for modeling XML based on a relational database structure
- Common techniques for storing, transmitting, and displaying your content
- Data access mechanisms that expose relational data as XML
- How to use related technologies when processing XML data

Prerequisites: XML Development II.

XML Web Services

Learn how XML Web Services can enhance your Web site and communication with other companies. Google, eBay, Amazon.com, MapPoint, and FedEx provide access to their data via Web Services. Incorporate these data into your Web sites using the available XML Web Services (Web APIs). Topics include the following:

- XML
- SOAP
- WSDL
- how to write and consume XML Web Services in .NET

Prerequisites: Programming Bootcamp, Web Page Development I or equivalent experience.

**EEI COMMUNICATIONS
PROFESSIONAL IT SERVICES DESCRIPTIONS**

Writer

Functional Responsibility: These professionals provide overall documentation support to both management and technical staffs. This includes document preparation by applying the highest levels of industry and client standards, establishing proper formats in accordance with client requirements, and reviewing and correcting draft materials as appropriate. They may also create, implement, and track production of designed documents. As a minimum, they will be adept at using computer based word processing and office applications programs.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Substantive Editor

Functional Responsibility: The Substantive editor is responsible for rewriting and reorganizing content for accuracy and logic. The Substantive editor ensures proper tone and approach for intended audience.

Minimum Education: Bachelors

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Proofreader

Functional Responsibility: Responsible for proofreading one version of a document to mark typographical errors, deviations from format specifications, basic grammatical errors, and style inconsistencies.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Desktop Publisher

Functional Responsibility: Produces layouts using major Macintosh and PC publications software packages.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Computer Graphics and Illustrator

Functional Responsibility: Utilizes a variety of common, industry-standard software applications to create and edit original artwork and other documents such as certificates, charts, posters, forms, labels, brochures, meeting and conference handouts, slides, and other publications and presentation aids. Maintains basic skills and working knowledge of Web development programming tools, including HTML.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Graphics Designer

Functional Responsibility: The graphics designer utilizes a variety of industry standard software applications to create and edit original artwork and other documents.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Production Manager/Coordinator

Functional Responsibility: The production manager/coordinator prepares and maintains the project schedule and budget. The production manager/coordinator is additionally responsible for preparing and delivering status reports to the customer. The PM/C serves as the primary point of contact for the customer. The PM/C routinely oversees all work and takes corrective action as necessary to ensure project success. Manages staffing, budget, prioritization, and other personnel matters. Serves as the technical lead for the project

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Production/QC Coordinator

Functional Responsibility: Responsible for planning and executing a project. Prepares and maintains the project schedule and budget. Prepares and delivers status reports to the customer. Primary point of contact for the customer. Oversees all work and takes corrective action as necessary to ensure project success. Manages staffing, budget, prioritization, and other personnel matters. May serve as technical lead for the project.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

HTML and Web Maintainer

Functional Responsibility: Develops web pages using HTML. Tests and debugs the web pages. Prepares system and program specifications and documentation, which include designing report formats, record layouts, screen layouts, and algorithms. Prepares recommendations for system improvement. Prepares oral and written status reports.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Web Designer

Functional Responsibility: Develops concepts for the design or redesign of Web sites.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Multimedia Producer

Functional Responsibility: Produces multimedia projects or CD-ROMs using software applications such as Directors.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Copy Editor

Functional Responsibility: The copy editor is responsible for reviewing manuscripts for spelling, grammar, and consistency of style and format. The copy editor checks accuracy, completeness, and format of tables, bibliographies, and footnotes. The copy editor does not rewriting documents.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Technical Writer

Functional Responsibility: The technical writer is responsible for technical documentation research for functional and technical information, regulation writing, legal research and writing on tort law.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

**EEI COMMUNICATIONS
ADVERTISING & INTEGRATED MARKETING
SOLUTIONS LABOR CATEGORY DESCRIPTIONS**

Proofreader I

Functional Responsibility: Accurately compares one copy to another and marks deviations (knowledge of grammar and style not required).

Minimum Education: HS

Minimum Experience: Minimum of 1 year of professional proofreading experience

Proofreader II

Functional Responsibility: Compares one copy to another and marks deviations with a high level of accuracy. Uses standard proofreading marks. Has knowledge of grammar and one or more industry-standard style guides. Has basic familiarity with typographic and layout conventions; can identify inconsistencies. Is familiar with technical, statistical, or scientific material.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of professional proofreading experience

Proofreader III

Functional Responsibility: Compares one copy to another and marks deviations with an extremely high level of accuracy. Has detailed knowledge of standard proofreading marks. Has detailed knowledge of grammar and two or more industry-standard style guides. Has detailed knowledge of typographic and layout conventions; identifies inconsistencies and recommends adjustments. Has extensive experience working with technical, statistical, or scientific material.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of professional proofreading experience

Copyeditor I

Functional Responsibility: Corrects grammar, punctuation, and spelling errors. Recognizes and corrects inconsistencies in style (number style, capitalization, compounding, abbreviations). Has basic knowledge of grammar and style.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of professional copyediting experience

Copyeditor II

Functional Responsibility: Corrects grammar, punctuation, and spelling errors. Recognizes and corrects inconsistencies in style (number style, capitalization, compounding, abbreviations). Has detailed knowledge of grammar and style; reviews the work of other editors.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of professional copyediting experience

Substantive Editor I

Functional Responsibility: Corrects grammar, punctuation, and spelling errors. Recognizes and corrects inconsistencies in style (number style, capitalization, compounding, abbreviations). Has experience using at least one industry-standard style guide. Revises wording to improve clarity and flow of text (e.g., shortens excessively long sentences, makes sure that pronouns have clear antecedents, eliminates passive voice where appropriate). Queries redundant or unclear portions of text. Styles footnotes and bibliographic material. Applies consistent format to tabular material; checks math in tables.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of professional substantive editing experience

Substantive Editor II

Functional Responsibility: Corrects grammar, punctuation, and spelling errors, either on paper with standard editing marks or online. Recognizes and corrects inconsistencies in style (number style, capitalization, compounding, abbreviations). Has experience using several industry-standard style guides; can apply internal consistency when style is not specified. Revises wording to improve clarity and flow of text (e.g., shortens excessively long sentences, makes sure that pronouns have clear antecedents, eliminates passive voice where appropriate). Queries redundant or unclear portions of text. Styles footnotes and bibliographic material. Applies consistent format to tabular material; checks math in tables. Writes summaries for chapters, sections, or entire manuscript. Writes transitions between paragraphs and sections. Meets with authors to explain revisions and/or further develop manuscript. Has extensive experience with scientific or technical subject matter.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of professional substantive editing experience

Indexer

Functional Responsibility: Creates conceptual indexes for books, manuals, reports, and other documents. Uses indexing software to sort terms. Is familiar with indexing conventions such as alphabetization, cross-referencing, double-posting, and locators. Has the ability to analyze subject matter and anticipate how a reader would seek information.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of professional indexing experience

Writer I

Functional Responsibility: Writes short articles, news stories, reports, or summaries from provided source material under close supervision of a senior writer or editor. Has basic knowledge of grammar and style.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 1 year of professional writing experience

Writer II

Functional Responsibility: Writes brochures, pamphlets, training materials, instruction manuals, marketing copy, or Web content for non-technical readers under general supervision of a senior writer or editor. Conducts research to locate source material; interviews subject matter experts. Can match writing style to blend new text with existing content. Has intermediate knowledge of grammar and style.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of professional writing experience

Writer III

Functional Responsibility: Writes long documents and/or technical or scientific reports; summarizes statistical data. Creates text under tight deadlines and with little or no supervision. Interprets complex subject matter for a technical or non-technical audience. Supervises junior writers and/or leads teams of writers on large projects. Has detailed knowledge of grammar and style.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of professional writing experience

Desktop Publisher I

Functional Responsibility: Has basic knowledge of one desktop publishing program. Works with existing formatted files and makes revisions. Has basic understanding of Windows and/or Mac operating systems and file management conventions.

Minimum Education: high school diploma

Minimum Experience: Minimum of 1 year of professional desktop publishing experience

Desktop Publisher II

Functional Responsibility: Has intermediate knowledge of one or more desktop publishing programs and basic knowledge of illustration or photo manipulation software; creates new templates and style sheets to match specifications provided by designer and makes revisions to existing formatted files. Has basic knowledge of typographic and layout conventions. Has intermediate understanding of Windows and/or Mac operating systems and file management conventions.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of professional desktop publishing experience

Graphic Designer I

Functional Responsibility: Designs simple documents (text-only reports, flyers, signage) under close supervision of art director. Has basic knowledge of desktop publishing, illustration, and photo manipulation software. Has basic knowledge of the printing process.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 1 year of professional design experience

Graphic Designer II

Functional Responsibility: Designs moderately complex documents (brochures, reports with illustrations and graphics, posters, books) with general guidance from art director or senior designer. Has intermediate knowledge of desktop publishing, illustration, and photo manipulation software. Has intermediate knowledge of printing process.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of professional design experience

Graphic Designer III/Art Director

Functional Responsibility: Designs high-end, complex publications (annual reports, magazines, marketing pieces, direct mail campaigns, corporate identity). Has advanced knowledge of desktop publishing, illustration, and photo manipulation software. Works independently and/or art-directs the work of other designers. Works directly with internal or external clients to develop concepts and design direction. Presents design comps and incorporates client feedback. Has detailed knowledge of printing process; conducts press inspections.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 4 years of professional design experience

Publications/Production QC

Functional Responsibility: Reviews final documents or electronic files and checks for errors in content, style, format, typography, and/or navigation. Compares final products to client requirements to ensure that all specifications have been met. Ensures that electronic files are properly assembled for printing.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 1 year of professional publications/production QC experience

Project Manager I

Functional Responsibility: Coordinates a single task or function within the publications process. Interprets and follows estimates and schedules created by others. Has understanding of and experience with at least one phase of the publications process (writing, editing, design, desktop publishing, proofreading, printing). Has experience working in team situations.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 1 year of professional project management experience

Project Manager II

Functional Responsibility: Coordinates several concurrent projects with varying specifications and requirements. Creates simple time estimates and schedules. Has understanding of and experience with two or more phases of the publications process (writing, editing, design, desktop publishing, proofreading, printing). Has one to five years of supervisory experience.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of professional project management experience

Project Manager III

Functional Responsibility: Coordinates a wide variety of concurrent projects with varying specifications and requirements. Creates detailed time estimates and schedules. Has experience working in a fast-paced environment with tight deadlines. Has understanding of and experience with all phases of the publications process (writing, editing, design, desktop publishing, proofreading, printing). Manages high-end, design-intensive publications. Works with internal or external clients to ascertain needs and develop project plans. Has five or more years of supervisory experience.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of professional project management experience

Web Site Designer I*

Functional Responsibility: Designs Internet and intranet sites that accurately reflect an organization's goals, objectives, and identity. Produces graphic sketches, designs, and copy layouts for online content. Determines size and arrangement of illustrative material and copy, selects style and size of type, and arrange layout based upon available space, knowledge of layout principles, and aesthetic design concepts. Responsible for overall look and feel of Web sites.

Minimum Education: Associate degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of designing Web sites

Web Site Designer II*

Functional Responsibility: Designs Internet and intranet sites that accurately reflect an organization's goals, objectives, and identity. Provides concept development for online projects, including Web graphics and banner ads, from concept to implementation using design software and authoring tools. Produces graphic sketches, designs, and copy layouts for online content. Determines size and arrangement of illustrative material and copy, selects style and size of type, and arrange layout based upon available space, knowledge of layout principles, and aesthetic design concepts. Responsible for overall look and feel of Web sites. Designs and implements common user interface standards, system usability guidelines, design guidelines, GUI prototypes, and HTML page design methodologies.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of designing Web sites

Web Animator*

Functional Responsibility: Designs and creates animated images for display on Web sites. Provides strategic direction and concept development for online projects, from concept to implementation using design software, animation software, and authoring tools. Produces graphic sketches, designs, and copy layouts for online content.

Minimum Education: Associate degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of related professional work experience

Web Site Programmer/Developer I*

Functional Responsibility: Creates dynamic, interactive, and personalized Web sites; helping integrate, showcase and maintain complementary technologies as they emerge. Designs complex computer programs requiring in-depth knowledge of an organization's operating procedures and information technology capability. Develops and implements software-programming applications. Consults with clients and other project team members.

Minimum Education: Associate degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of Web development experience

Web Site Programmer/Developer II*

Functional Responsibility: Creates dynamic, interactive, and personalized Web sites; helping integrate, showcase and maintain complementary technologies as they emerge. Designs complex computer programs requiring in-depth knowledge of an organization's operating procedures and information technology capability. Plans, designs, modifies, develops and implements software-programming applications. Develops software requirements and specifications. Designs and implements programming standards, system usability guidelines, design guidelines, and development methodologies. Consults with clients and other project team members.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of Web development experience

Web Producer II*

Functional Responsibility: Plans, organizes, and oversees the production of Web site projects. Coordinates production throughout the lifecycle, from strategic definition to end-of-life planning. Acts as a liaison for the client, the creative content team, and the IT technical team. Develops the technical specifications for the site. Plans and reviews the navigational user interface design. Plans and reviews site architecture. Troubleshoots, tests, and oversees the launch. Monitors project resources, staff, financial costs, and schedules.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of related professional work experience

Web Producer III*

Functional Responsibility: Plans, organizes, and oversees the production of Web site projects. Coordinates production throughout the lifecycle, from strategic definition to end-of-life planning. Acts as a liaison for the client, the creative content team, and the IT technical team. Identifies challenges, recommends and implements solutions. Allocates production resources and adapts to change when necessary. Develops the technical specifications for the site. Plans and reviews the navigational user interface design. Plans and reviews site architecture. Troubleshoots, tests, and oversees the launch. Monitors project resources, staff, financial costs, and schedules.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 5 years of related professional work experience

Web Site Coder II*

Functional Responsibility: Writes the HTML coding for Web pages using a pre-determined design. Develops interface, pages, and the tools to navigate a Web site. Performs unit testing at the page level. Sets code standards and leads code reviews. Reviews specifications and provides time estimates on the development of projects and features. Prioritizes projects and deliverables.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of related professional work experience

Multimedia Designer I

Functional Responsibility: Creates and executes creative concepts for interactive media, including, but not limited to, CD-ROMs, presentations, and kiosks. Produces graphic sketches, designs, and copy layouts for online content. Determines size and arrangement of illustrative material and copy, selects style and size of type, and arrange layout based upon available space, knowledge of layout principles, and aesthetic design concepts. Responsible for overall look and feel of final product.

Minimum Education: Associate degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of related professional work experience

Multimedia Designer II

Functional Responsibility: Creates and executes creative concepts for interactive media, including, but not limited to, CD-ROMs, presentations, and kiosks. Provides concept development from concept to implementation using design software and authoring tools. Produces graphic sketches, designs, and copy layouts for online content. Determines size and arrangement of illustrative material and copy, selects style and size of type, and arrange layout based upon available space, knowledge of layout principles, and aesthetic design concepts. Designs and implements common user interface standards, system usability guidelines, design guidelines, GUI prototypes, screen page design methodologies. Responsible for overall look and feel of final product.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of related professional work experience

Multimedia Programmer/Developer I

Functional Responsibility: Writes the code for interactive multimedia projects, CD-ROMs, presentations, and kiosks. Creates prototypes and uses scripting languages to implement screen designs and database queries. Executes the design structure created by the design team. Incorporates all the content, such as text, graphics, sound, video, quizzes, simulations, animations, databases, and other softwares. Also writes the code for installation routines. Develops and implements software-programming applications. Consults with clients and other project team members.

Minimum Education: Associate degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of programming Macromedia Director and/or Macromedia Authorware

Multimedia Programmer/Developer II

Functional Responsibility: Writes the code for interactive multimedia projects, CD-ROMs, presentations, and kiosks. Creates prototypes and uses scripting languages to implement screen designs and database queries. Executes the design structure created by the design team. Incorporates all the content, such as text, graphics, sound, video, quizzes, simulations, animations, databases, and other softwares. Also writes the code for installation routines. Plans, designs, modifies, develops and implements software-programming applications. Develops software requirements and specifications. Designs and implements programming standards, system usability guidelines, design guidelines, and development methodologies. Troubleshoots, debugs and implements software code. Consults with clients and other project team members.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of programming Macromedia Director and/or Macromedia Authorware

Multimedia Producer II

Functional Responsibility: Plans, organizes, and oversees the production of multimedia projects. Coordinates production throughout the lifecycle, from strategic definition to end-of-life planning. Acts as a liaison for the client, the creative content team, and the IT technical team. Develops the technical specifications for the product. Plans and reviews the navigational user interface design. Plans and reviews the product's architecture. Troubleshoots, tests, and oversees the final replication and production. Monitors project resources, staff, financial costs, and schedules.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of related professional work experience

Multimedia Producer III

Functional Responsibility: Plans, organizes, and oversees the production of multimedia projects. Coordinates production throughout the lifecycle, from strategic definition to end-of-life planning. Acts as a liaison for the client, the creative content team, and the IT technical team. Identifies challenges, recommends and implements solutions. Allocates production resources and adapts to change when necessary. Develops the technical specifications for the product. Plans and reviews the navigational user interface design. Plans and reviews the product's architecture. Troubleshoots, tests, and oversees the final replication and production. Monitors project resources, staff, financial costs, and schedules.

Minimum Education: BS/BA in a related field or the equivalent work experience

Minimum Experience: Minimum of 5 years of related professional work experience

Quality Assurance/Testing Specialist I

Functional Responsibility: Testing Web sites, CD-ROM products, kiosks, and Online Training projects; recording and tracking bugs, defects, problems, errors, and text fixes; and verifying requirements against final products.

Minimum Education: Associate degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of related professional work experience

Quality Assurance/Testing Specialist II

Functional Responsibility: Testing Web sites, CD-ROM products, kiosks, and Online Training projects; recording and tracking bugs, defects, problems, errors, and text fixes; responsible for project testing plans; and verifying requirements against final products. Develops quality assurance standards.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of related professional work experience

Systems Engineer

Functional Responsibility: Researches and evaluates complex business systems to provide system capabilities required for projected workloads. Communicates with people having non-technical backgrounds to develop detailed understanding of user needs. Plans layout and installation of new systems or modification of existing systems. May write programs, set up, and control computer systems to solve problems or automate business system applications.

Minimum Education: Associate degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of applications development experience from project inception to final deliverables or minimum of 3 years of network integration experience

* Denotes small business set-aside labor categories that must be purchased from EEI Communications' contract GS-00F-0043P.

**EEI COMMUNICATIONS GSA FSS
AUTHORIZED IT SCHEDULE PRICELIST FOR
TRAINING AND PROFESSIONAL IT & AIMS SERVICES**

SIN: C U012

CROSSWALK SIN: 132-50

Class ID	Class Description	GSA PRICE 0.75% IFF	CC Order
0400	Comprehensive Proofreading: This proofreading course will prepare you for professional proofreading in either a publications or business setting. Learn the professional methods and vocabulary of proofreading. Use type measurement tools, style sheets and checklists to guarantee accuracy. Learn why spelling is still an important skill in proofreading and practice recognizing misspelled words. Review the most common punctuation and grammatical errors. Practice proofreading text using the standard proofreading marks	\$94	\$89
0100	Introduction to Copyediting: A Review of Grammar & Style. This copyediting course as been offered by EEI Communications since 1972. This course will teach you to: - Reduce ambiguity and combat wordiness - Build consistency of grammar and tone - Differentiate between a style decision and a rule of grammar - Eliminate misused modifiers	\$94	\$89
0200	Grammar for Professionals: Is it that or which? Who or whom? This class, designed for writers and editors, covers the fine points of grammar with a fine-tooth comb. Topics include: - Parts of speech - Pesky punctuation rules - Restrictive and nonrestrictive clauses - Dependent and independent clauses - Pronoun-antecedent agreement	\$94	\$89

0300	<p>QuarkXPress 4.0 – Beginner: This class will teach you the basics of QuarkXPress. You will learn how to develop simple layouts in QuarkXPress and acquire the skills needed to move on to the more advanced aspects of the program. This course is the place to start if you want to master this desktop publishing program. You will learn to:</p> <ul style="list-style-type: none"> - Create and save documents - Format text and paragraphs - Set tabs - Work with page elements - Import and manipulate text and graphics - Combine text and graphics on a page - Wrap text around an irregularly shaped graphic 	\$94	\$89
0500	<p>Web Page Development I: This online instruction courseware is designed for busy professionals who need to know the structure, tools and techniques necessary to create Web pages. Over 35 course exercises and self-assessments will prepare you to use HTML in the real world. Topics include:- Formatting text- Images, hypertext links, and Web color- Imagemaps- Tables, layout, and forms</p>	\$94	\$89
0600	<p>Creating Successful Newsletters This course is designed especially for newsletter editors — those charged with managing the day-to-day publication process. This course encompasses many disciplines, including, research, writing, editing, design, production, the art of publications management as well as online newsletters. These topics are covered in short modules, with exercises so you can assess your mastery of the material presented.</p>	\$94	\$89

0700	<p>Web Usability and Accessibility The course is geared towards the web developer who is responsible for the designing and coding of websites; or for the managers of web developers who must ensure that the usability and accessibility guidelines are met for websites that they produce. This class also focuses on designing web site so that persons with physical disabilities have equal access to the material. Topics include:</p> <ul style="list-style-type: none"> - Site Navigation - Design Guidelines - Accessibility requirements 	\$94	\$89
0800	<p>Strategies of Effective Writing - Tired of staring at the computer screen, unable to come up with just the right words — or any words — to write that letter or report? Strategies of Effective Writing teaches you how to overcome writer's block and get started with all the major forms of business communication, whether short pieces such as letters and memos or longer pieces such as reports and policy papers.</p>	\$94	\$89
0900	<p>Effective Business Writing - This course is a concise review of techniques for organizing, planning, writing, and revising your business writing. The focus of this course is on a variety of shorter writing projects, including email, memos, instructions, procedures, problem solving, and replying to a difficult letter. Topics include · Tackling writer's block · Getting started and planning · Order and organization · Tact and positive tone · Six easy ways to write more approachably · Revising and polishing your message · Word choice · Usage Tips</p>	\$94	\$89

0510	<p>Web Page Development II - Intermediate HTML This online course covers more of the advanced topics of HTML. During this course you will create a fully functional Web Site. You'll be able to easily change the content and adapt the site to whatever topics interest you or your organization.</p> <p>Intensive HTML has seven modules, each covering specific topics based on the HTML 4.0 specification:</p> <ul style="list-style-type: none"> · How to begin · Advanced Table Layouts · Interactive Web Forms · JavaScript · Web Multimedia · Client-side Imagemaps · Metadata 	\$94	\$89
00560	<p>Macromedia Dreamweaver I (Online Course)- Macromedia Dreamweaver's powerful page-layout capabilities, site management tools, and groundbreaking support for dynamic HTML make this package the program of choice for many Web developers.</p>	\$94	\$89
00110	<p>Improving Editing Skills (Online Course) - This course, designed for editors, examines the real-world problems editors struggle with each day.</p>	\$94	\$89

SIN: C U012

CROSSWALK SIN: 132-50

CLASS ID	CLASS	GSA PRICE 0.75% IFF	CC ORDER	DURATION	LOCATION
02300	ACT 2005 / 2006 - Customization	\$383	\$364	1 Day	Alex/Silv
02310	ACT 2005 / 2006 - PowerUser	\$383	\$364	1 Day	Alex/Silv
98725-1	Active Server Pages	\$675	\$641	2 Days	Alex/Silv
98726	Active Server Pages II	\$966	\$857	3 Days	Alex/Silv
95100-1	Adobe Acrobat I	\$675	\$641	2 Days	Alex/Silv
95185	Adobe Acrobat II	\$675	\$641	2 Day	Alex/Silv
95300	Adobe Acrobat LifeCycle Designer	\$675	\$641	2 Days	Alex/Silv
5192	Adobe Acrobat Section 508 Accessibility	\$383	\$364	1 Day	Alex/Silv
09610-1	Adobe After Effects I	\$966	\$918	3 Days	Alex
09645	Adobe After Effects II	\$675	\$641	2 Day	Alex/Silv
1045	Adobe Captivate	\$675	\$641	2 Days	Alex/Silv
89330	Adobe Creative Suite Workshop	\$675	\$599	2 Day	Alex/Silv
08202-1	Adobe FrameMaker I	\$966	\$918	3 Days	Alex/Silv
89817-1	Adobe FrameMaker II	\$675	\$641	2 Days	Alex/Silv
89835	Adobe FrameMaker III: Structured	\$675	\$599	2 Days	Alex/Silv
01825-1	Adobe GoLive	\$675	\$641	2 Days	Alex/Silv
89232-1	Adobe Illustrator I	\$675	\$641	2 Days	Alex/Silv
89320-1	Adobe Illustrator II	\$675	\$641	2 Days	Alex/Silv
89450	Adobe Illustrator III	\$675	\$641	2 Days	Alex/Silv
95510	Adobe InCopy	\$383	\$364	1 Day	Alex/Silv
95310	Adobe InDesign for Long Documents	\$675	\$641	2 Days	Alex/Silv
95501-1	Adobe InDesign I	\$675	\$641	2 Days	Alex/Silv
95502-1	Adobe InDesign II	\$675	\$641	2 Days	Alex/Silv
95503	Adobe InDesign III	\$675	\$641	2 Days	Alex/Silv
2290	Adobe Lightroom Photo Workflow	\$675	\$641	2 Days	Alex/Silv
95025-1	Adobe PageMaker I	\$675	\$641	2 Days	Alex/Silv
90020-1	Adobe PageMaker II	\$675	\$641	2 Days	Alex/Silv
82530	Adobe Photoshop Digital Mastery I	\$675	\$641	2 Days	Alex/Silv
82531	Adobe Photoshop Digital Mastery II	\$675	\$599	2 Days	Alex/Silv
81020-1	Adobe Photoshop for Photography	\$675	\$641	2 Days	Alex

81016-1	Adobe Photoshop I	\$675	\$641	2 Days	Alex/Silv
81500-1	Adobe Photoshop II	\$966	\$918	3 Days	Alex/Silv
81595	Adobe Photoshop III: Tips and Tricks	\$383	\$364	1 Day	Alex/Silv
05602-1	Adobe Premiere	\$675	\$641	2 Days	Alex/Silv
10335-1	Advanced Editing	\$393	\$373	2 Days	Alex/Silv
17200	Advanced Grammar Roundtable	\$675	\$641	2 Days	Alex/Silv
95400	AJAX Development I	\$675	\$641	2 Days	Alex/Silv
95401	AJAX Development II	\$675	\$641	2 Days	Alex/Silv
01047	Apple DVD Studio Pro I	\$675	\$641	2 Days	Alex/Silv
01046	Apple Final Cut Pro I	\$675	\$641	2 Days	Alex/Silv
01048	Apple Motion I	\$675	\$641	2 Days	Alex/Silv
4534	ASP.NET with VB.NET and C# I	\$966	\$918	3 Days	Alex/Silv
4535	ASP.NET with VB.NET and C# II	\$966	\$918	3 Days	Alex/Silv
4536	ASP.NET with VB.NET and C# III	\$966	\$918	3 Days	Alex/Silv
15300-1	Becoming a Publications Manager	\$385	\$366	1Day	Alex
70550-1	Bias-Free Communications	\$385	\$366	1Day	Alex/Silv
71510	Budgeting for Publications	\$383	\$364	1Day	Alex/Silv
98653-1	Cascading Style Sheets I	\$675	\$641	2 Days	Alex/Silv
98645	Cascading Style Sheets II	\$383	\$364	1 Day	Alex/Silv
60000	Client-Side C#	\$675	\$641	2 Days	Alex/Silv
60100	Client-Side VB.NET	\$675	\$641	2 Days	Alex/Silv
04570	Color Management for Digital Publishing	\$383	\$364	2 Days	Alex/Silv
50534-1	Comprehensive Proofreading	\$630	\$599	2 Days	Alex/Silv
70900-1	Copywriting I	\$675	\$641	2 Days	Alex
70925	Copywriting II	\$385	\$366	1 Day	Alex
60243-1	Creating Successful Newsletters	\$675	\$641	2 Days	Alex/Silv
98300	Database Design for Application Development	\$675	\$641	2 Days	Alex/Silv
98410	Database Design for Web Development	\$675	\$641	2 Days	Alex/Silv
65209-1	Design for Presentations I	\$675	\$641	2 Days	Alex/Silv
17025-1	Design for Print	\$675	\$641	2 Days	Alex
66000	Designing for Diversity	\$383	\$364	1 Day	Alex/Silv
96215	Designing Powerful PowerPoint Presentations	\$383	\$364	1 Day	Alex/Silv
98775	Developing Web ECommerce Applications	\$966	\$918	3 Days	Alex/Silv
90335-1	Digital Photography Techniques	\$675	\$641	2 Days	Alex/Silv
67000	Digital Scanning for Production	\$675	\$641	2 Days	Alex/Silv

96102	Digital Video Production for Streaming and DVD	\$966	\$918	3 Days	Alex/Silv
98640	Dynamic Web Development I	\$966	\$918	3 Days	Alex/Silv
98641	Dynamic Web Development II	\$966	\$918	3 Days	Alex/Silv
98642	Dynamic Web Development III	\$966	\$918	3 Days	Alex/Silv
73225	Earned Value Management Systems (EVMS) for PM	\$675	\$641	2 Days	Alex/Silv
71520	Editing Stronger Magazines	\$675	\$641	2 Days	Alex/Silv
90546-1	Editorial Skills for Non-Editors	\$383	\$364	1 Day	Alex/Silv
70428-1	Effective Business Writing	\$383	\$364	1 Day	Alex/Silv
11025	Effective Presentation Techniques	\$383	\$364	1 Day	Alex/Silv
50708	Electronic Editing I	\$383	\$364	1 Day	Alex/Silv
50715	Electronic Editing II	\$383	\$364	1 Day	Alex/Silv
92045	E-mail Marketing, RSS Feeds, and Blogs	\$675	\$599	2 Days	Alex/Silv
81550	Enhanced and Video Podcasts	\$675	\$641	2 Days	Alex/Silv
39100	Federal Government Contract Administration and Pricing	\$383	\$364	1 Day	Alex/Silv
39000	Federal Government Contracting	\$383	\$364	1 Day	Alex/Silv
82540	Forensic Photoshop	\$675	\$641	2 Days	Alex/Silv
10206-1	Improving Editing Skills	\$383	\$364	1 Day	Alex/Silv
30112-1	Indexing I	\$675	\$641	2 Days	Alex
30120-1	Indexing II	\$383	\$364	1 Day	Alex
01041	Integrating Forms and Databases on the Web	\$966	\$918	2 Days	Alex/Silv
10164-1	Intensive Introduction to Copyediting	\$893	\$848	3 Days	Alex/Silv
20207-1	Intensive Review of Grammar	\$675	\$641	2 Days	Alex
98550	Internet Solutions and Open Source Software	\$675	\$641	2 Days	Alex/Silv
01042	Introduction to .NET and ASP.NET	\$675	\$641	2 Days	Alex/Silv
01043	Introduction to ASP.NET 2.0 Applications	\$675	\$641	2 Days	Alex/Silv
65300-1	Introduction to Information Design	\$675	\$641	2 Days	Alex
17100	Introduction to Magazine Editing	\$383	\$364	2 Days	Alex/Silv
01038-1	Introduction to OS X	\$383	\$364	1 Day	Alex/Silv
05148	Introduction to PHP	\$675	\$641	2 Days	Alex/Silv
06362	Introduction to Project Management	\$675	\$641	2 Days	Alex/Silv
87800	Introduction to Windows	\$383	\$364	1 Day	Alex/Silv
98835	Java for Non-Programmers	\$966	\$857	3 Days	Alex/Silv
92049	Java Server Pages for Non-Programmers	\$966	\$918	3 Days	Alex/Silv

98652-1	JavaScript for Non-Programmers	\$966	\$918	3 Days	Alex/Silv
98652	JavaScript for Non-Programmers	\$966	\$918	3 Days	Alex/Silv
04166	Layout Software Basics	\$383	\$364	2 Days	Alex/Silv
97000-1	Macromedia Authorware I	\$1,633	\$1,551	5 Days	Alex/Silv
01045	Macromedia Captivate	\$675	\$641	2 Days	Alex/Silv
94810-1	Macromedia Cold Fusion I	\$966	\$918	3 Days	Alex/Silv
94815-1	Macromedia Cold Fusion II	\$966	\$918	3 Days	Alex/Silv
98204-1	Macromedia Director I	\$675	\$641	2 Days	Alex/Silv
98253-1	Macromedia Director II	\$966	\$918	3 Days	Alex/Silv
97701-1	Macromedia Dreamweaver I	\$675	\$641	2 Days	Alex/Silv
97703-1	Macromedia Dreamweaver II	\$675	\$641	2 Days	Alex/Silv
5520	Macromedia Dreamweaver III	\$675	\$641	2 Days	Alex/Silv
05525	Macromedia Dreamweaver with Advanced CSS	\$675	\$641	2 Days	Alex/Silv
98781-1	Macromedia Fireworks I	\$675	\$641	2 Days	Alex/Silv
5175	Macromedia Fireworks II	\$675	\$641	2 Days	Alex/Silv
05106-1	Macromedia Flash	\$675	\$641	2 Days	Alex/Silv
05133	Macromedia Flash II	\$966	\$918	3 Days	Alex/Silv
05145	Macromedia Flash III	\$675	\$641	2 Days	Alex/Silv
15125-1	Managing the Publications Department	\$675	\$641	2 Days	Alex
92045	Marketing with E-mail, RSS Feeds, and Blogs	\$675	\$641	2 Days	Alex/Silv
95050-1	Microsoft Access I	\$598	\$568	2 Days	Alex/Silv
94004	Microsoft Access II	\$675	\$641	2 Days	Alex/Silv
94005	Microsoft Access III	\$383	\$364	1 Day	Alex/Silv
72109-1	Microsoft Excel	\$675	\$641	2 Days	Alex/Silv
72130	Microsoft Excel II	\$675	\$641	2 Days	Alex/Silv
99100-1	Microsoft FrontPage	\$675	\$641	2 Days	Alex/Silv
77097-1	Microsoft PowerPoint	\$598	\$568	2 Days	Alex/Silv
77097-1	Microsoft PowerPoint II	\$383	\$364	2 Days	Alex/Silv
08007-1	Microsoft Project	\$675	\$641	2 Days	Alex/Silv
08010	Microsoft Project II	\$675	\$641	2 Days	Alex/Silv
94016-1	Microsoft Word I	\$383	\$364	1 Day	Alex/Silv
94105-1	Microsoft Word II	\$383	\$364	1 Day	Alex/Silv
94200-1	Microsoft Word III	\$383	\$364	1 Day	Alex/Silv
01040	Object-Oriented Programming (OOP) Bootcamp	\$383	\$364	1 Day	Alex/Silv
98200-1	Online Marketing and Search Engine Optimization	\$675	\$641	2 Days	Alex/Silv
59010	PC Troubleshooting and Maintenance	\$966	\$918	3 Days	Alex/Silv

06430	Persuasive Communications in Marketing and Public Relations	\$893	\$848	2 Days	Alex/Silv
18000	Podcasting for Business and Government	\$675	\$641	2 Days	Alex/Silv
40756-1	Production Techniques and Technology	\$675	\$641	2 Days	Alex/Silv
98690-1	Programming Boot Camp	\$675	\$641	2 Days	Alex/Silv
73300	Project Change Management	\$675	\$641	2 Days	Alex/Silv
15214	Project Management for Publications	\$383	\$364	1 Day	Alex/Silv
47100	Project Management for Streaming, DVD and Multimedia	\$383	\$364	1 Day	Alex/Silv
71040	Project Management for Web Development	\$675	\$641	2 Days	Alex/Silv
40821-1	Quality Control in Publications	\$383	\$364	1 Days	Alex/Silv
91017-1	QuarkXPress I	\$675	\$641	2 Days	Alex/Silv
91018-1	QuarkXPress II	\$675	\$641	2 Days	Alex/Silv
91019-1	QuarkXPress III	\$383	\$364	1 Day	Alex/Silv
250	Regular Expressions for Non-Programmers	\$383	\$364	1 Day	Alex/Silv
10850	Resume Writing	\$675	\$641	2 Days	Alex/Silv
10613-1	Scientific Editing	\$675	\$641	2 Days	Alex
11100	Sony Vegas Video	\$675	\$641	2 Days	Alex/Silv
60200	SQL Server 2005	\$675	\$641	2 Days	Alex/Silv
70356	Strategies of Effective Writing	\$675	\$641	2 Days	Alex/Silv
91330	Structured Query Language (SQL) I	\$675	\$641	2 Days	Alex/Silv
91331	Structured Query Language (SQL) II	\$675	\$641	2 Days	Alex/Silv
03580-1	Style Summit: Editorial Evolution in the Internet Era	\$675	\$641	2 days	Alex/Silv
6520	Substantive Editing	\$675	\$641	2 Days	Alex/Silv
70700-1	Technical Writing	\$675	\$641	2 Days	Alex
65125	The Designing Editor	\$675	\$641	1 Day	Alex
10800	Train the Trainer	\$675	\$641	2 Days	Alex/Silv
04177	Typography and Font Management	\$383	\$364	1 Day	Alex/Silv
98790-1	Visual Basic I	\$675	\$641	2 Days	Alex/Silv
98990-1	Visual Basic II	\$675	\$641	2 Days	Alex/Silv
98770-1	Web Design	\$675	\$641	2 Days	Alex/Silv
98785	Web Design with MacroMedia Dreamweaver and Photoshop	\$675	\$641	2 Days	Alex/Silv
99780	Web Development Standards and Policies	\$675	\$599	2 Days	Alex/Silv

98780-1	Web Graphics with Adobe Photoshop and ImageReady	\$675	\$641	2 Days	Alex/Silv
98600-1	Web Page Development I	\$383	\$364	1 Day	Alex/Silv
98650-1	Web Page Development II	\$383	\$364	1 Day	Alex/Silv
98660-1	Web Page Development III	\$383	\$364	1 Day	Alex/Silv
79010-1	Writing for the Web I	\$675	\$641	2 Days	Alex/Silv
01044	Writing for the Web II	\$675	\$599	2 Days	Alex/Silv
65200-1	Writing News	\$675	\$641	2 Days	Alex/Silv
11030	Writing the Perfect Business E-Mail	\$383	\$364	1 Day	Alex/Silv
73700	XML Development I	\$675	\$641	2 Days	Alex/Silv
73725	XML Development II	\$675	\$641	2 Days	Alex/Silv
75750	XML Development III	\$966	\$918	3 Days	Alex/Silv
75760	XML Web Services	\$966	\$918	3 Days	Alex/Silv

**SINS: C D301, C D302, C D304, C D306, C D307,
C D308, C D310, C D311, C D313, C D316, C D317
& C D399**

CROSSWALK SIN: 132-51

IT LABOR CATEGORIES	GSA Hourly Rate w/IFF
Writer	\$52.33
Substantive Editor	\$44.38
Proofreader	\$31.58
Desktop Publisher	\$48.78
Graphics Designer	\$38.51
Production Manager/Coordinator	\$40.49
Production/QC Coordinator	\$40.49
HTML and Web Maintainer	\$54.30
Web Designer	\$74.05
Multimedia Producer	\$49.37
CopyEditor	\$38.45
Technical Writer	\$88.87

SINS: C R701, C R708 & C R422

CROSSWALK SINS: 541-1, 541-2, 541-4A

MARKETING/MEDIA LABOR CATEGORIES	GSA Hourly Rate w/IFF
Proofreader I	\$27.04
Proofreader II	\$31.55
Proofreader III	\$39.43
Copyeditor I	\$34.93
Copyeditor II	\$37.19
Substantive Editor I	\$45.07
Substantive Editor II	\$54.09
Indexer	\$40.56
Writer I	\$50.71
Writer II	\$59.72
Writer III	\$123.95
Desktop Publisher I	\$37.18
Desktop Publisher II	\$51.84
Graphic Designer I	\$50.71
Graphic Designer II	\$67.61
Graphic Designer III/Art Director	\$84.51
Pubs/Production QC	\$32.68
Project Manager I	\$33.81

Project Manager II	\$61.97
Project Manager III	\$84.51
Web Site Designer I*	\$67.61
Web Site Designer II*	\$84.51
Web Animator*	\$84.51
Web Site Programmer Developer I*	\$73.24
Web Site Programmer Developer II*	\$95.78
Web Producer II*	\$67.61
Web Producer III*	\$84.51
Web Site Coder II*	\$67.61
MM Designer I	\$67.61
MM Designer II	\$84.51
MM Programmer/Developer I	\$73.24
MM Programmer/Developer II	\$95.78
MM Producer II	\$67.61
MM Producer III	\$84.51
QA/Testing Specialist II	\$67.61
Systems Engineer I	\$95.79

* Denotes small business set-aside labor categories that must be purchased from EEI Communications' contract GS-00F-0043P.