



## Program of Study (POS): ADVERTISING AND DESIGN (AD)

### Classification of Instructional Program (CIP): 50.0402

Topic	Information	Resources
<b>Classroom tests</b>	Unit pretests and unit posttests (usually for 2 or 3 instructional units per quarter); quizzes periodically	Quizlet; unit study guides
<b>Midterm and/or final exams</b>	All students will take a midterm and final exam. Seniors final exam will be NOCTI end-of-program assessment for 12 <sup>th</sup> grade students who are eligible concentrators; major performance tasks.	www.nocti.org www.steelcenter.schoology.com
<b>Industry certification tests and costs*</b>	3 available at this time, all at no cost: <ul style="list-style-type: none"> <li>• Adobe Certified Professional: Adobe InDesign</li> <li>• Adobe Certified Professional: Adobe Photoshop</li> <li>• Adobe Certified Professional: Adobe Illustrator</li> </ul>	www.gemetrix.ent
<b>Number of books</b>	3: <i>Adobe Illustrator CC</i> (Wood, 2017); <i>Adobe InDesign CC</i> (Anton & Cruise, 2017); <i>Adobe Photoshop CC</i> (Faulkner & Chavez, 2017)	
<b>Direct instruction (%)</b>	35% group theory with the remainder of time devoted to hands-on skills tasks	
<b>Cooperative education</b>	Available to students who qualify, typically individuals in their 3 <sup>rd</sup> year and in grade 12	Stacey Caudill, Work-based Learning Coordinator: 412.469.3200, x2542
<b>Homework</b>	Assigned at a minimum on a weekly basis and graded per teacher's discretion	
<b>Task list</b>	Program of study task grid for CIP 50.0402	PDE: www.education.pa.gov (search CIP POS task lists)
<b>Prerequisites</b>	Completion of grade 9; a strong interest in graphic design, printing, other related trades, fine arts, and/or STEM	
<b>Reading levels</b>	End of grade 9	
<b>Math levels</b>	End of grade 9	
<b>Program requirements and related costs (required and optional)</b>	No official program uniform required, but dress compliant with the school dress code is required; Gmail account with Google drive (no cost)	www.steelcentertech.com Advertising and Design homepage
<b>Dual enrollment</b>	None at this time, though may be available through the sending high schools	Mr. S. Hinkle, School Counselor: 412.469.3200, x2517

<b>Articulation agreements</b>	CCAC, and any others listed on PDE's website	PDE: <a href="http://www.education.pa.gov">www.education.pa.gov</a> (search SOAR); Mr. S. Hinkle, Counselor: 412.469.3200, x2517
<b>Essential aptitudes and skills</b>	Creativity, problem solving skills, professionalism, strong communication skills, and artistic ability	
<b>Work environment</b>	Combined office, lab, and shop work environment; extended periods of time rigorously working on computers; standing for prolonged periods of time running finishing equipment; frequent group work; completing projects for clients and/or the public with strict deadlines.	Advertising & Design rules, as outlined in the program syllabus: <a href="http://www.steelcentertech.com">www.steelcentertech.com</a>

\* More detailed information may be provided upon acceptance to this program.