Advertising and Design: 50.0402
Mr. Scott Kane • 2021 – 2022

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Program Description: Advertising and Design prepares individuals to apply technical knowledge and skills to prepare, create, produce and finish, print, and digital graphics. Students will learn desktop publishing, layout, composition, photography, digital printing, bindery, finishing and other graphic arts techniques. Program specific software includes Adobe InDesign, Photoshop, Illustrator and Acrobat.

Primary Resources:

Evans, Poppy, and Mark Thomas. *Exploring the Elements of Design*. Clifton Park, NY: Thomson/Delmar Learning, 2008. Print.

Prust, Z. A. *Graphic Communications: The Printed Image*. Tinley Park, IL: Goodheart-Willcox, 2003. Print.

Puckett, Robert. *Orientation to Graphic Communications: Student Guide*. Stillwater, OK: Multistate Academic and Vocational Curriculum Consortium, 2013. Print.

Behoriam, E. (Ed.). *Adobe Photoshop CC The Professional Portfolio* (2021 ed.). Saint Petersburg, FL: Against the Clock.

Behoriam, E. (Ed.). *Adobe InDesign CC The Professional Portfolio* (2021 ed.). Saint Petersburg, FL: Against the Clock.

Behoriam, E. (Ed.). *Adobe Illustrator CC The Professional Portfolio* (2021ed.). Saint Petersburg, FL: Against the Clock.

Secondary Sources:
Computer-based application and content-related articles/materials selected upon teacher discretion.

Online Curriculum:
Adobe Suite Certiport Training and Testing.

Daily-Required Materials/Items:

- All students are to show up on time, ready to learn and work to the best of their ability.
- All students must complete a daily log card that will be graded.
- Students must have something to write with and an 8-16GB portable flash drive and a Gmail account to set up a Google Drive.

Assessment and Evaluation: All test, quizzes, time cards, weekly logs, midterm, and final exams will be graded using Steel Center's grading scale:

93-100:	**A**	**70-76:**	**D**
85-92:	**B**	**<70:**	**E/F**
77-84:	**C**	**Incomplete:**	**I**

Assignments/Timeline:
- Class room projects and assignments
- Quizzes are assigned throughout the year and throughout units to measure understanding.
- Pretest and Tests are given to evaluate understanding and growth during each unit.
- A midterm test and Final test will be administered to students in January and May. Seniors final test will be he NOCTI skills test.

Other grading factors:
- Students are expected to behave in a respectful and responsible manner.
- Attended class regularly
- Students are not permitted to use their phones in class. They may listen to music from their computers, but phones may not be used.
- Report to class on time
- Follow all school rules

Technology Usage:
- Students are expected respect and maintain all equipment in Advertising and Design
- Equipment may not under any circumstance leave Advertising and Design without permission
- Printing: Students would be limited to 25 copies per week, specifically, on personal printing and violating that could result in costs to the student .5 cents per copy over the 25 copies.

Attendance: Please refer to student handbook and improving attendance priority hand out.

Classroom/Shop Rules:
1. Respect
2. Effort
3. Attendance
4. Discipline
5. School Rules

Consequences:
1. Warning.
2. Point deductions of daily grade.
3. Parental consultation
4. Office referral.