

Steel Center for CTE
Course Name: Advertising and Design



Unit Name: PA100 Orientation
Unit Number: PA100
Dates: Fall 2019 **Hours:** 107.5

Unit Description/Objectives:

Student will identify career paths; have knowledge of occupation requirements; demonstrate research, employability and organization; and be able to identify copyright laws in the visual and digital communication industry.

Tasks:

PA101 – Identify career paths and occupational requirements within the profession.

PA102 – RESERVED

PA103 – Demonstrate research, employability, and organizational skills.

PA104 – Recognize copyright laws in communication.

Standards / Assessment Anchors

Focus Standard/Anchor #1

- 13.2.11 B
Apply research skills in searching for a job.
 - CareerLinks
 - Internet (i.e. O*NET)
 - Networking
 - Newspapers
 - Professional associations
 - Resource books (that is *Occupational Outlook Handbook, PA Career Guide*)

Supporting Standards/Anchors

- 13.1.11 B
Analyze career options based on personal interests, abilities, aptitudes, achievements and goals.
- 13.1.11 F
Analyze the relationship between career choices and career preparation opportunities, such as, but not limited to:
 - Associate degree
 - Baccalaureate degree
 - Certificate/licensure
 - Entrepreneurship
 - Immediate part/full time employment
 - Industry training
 - Military training
 - Professional degree
 - Registered apprenticeship
 - Tech Prep
 - Vocational rehabilitation centers

- CC.3.5.11-12.A.

Cite specific textual evidence to support analysis of science and technical texts, attending to important distinctions the author makes and to any gaps or inconsistencies in the account.

Connecting Standard/Anchor

- CC.3.5.11-12.A.

Cite specific textual evidence to support analysis of science and technical texts, attending to important distinctions the author makes and to any gaps or inconsistencies in the account.

Instructional Activities:

Knowledge:

- Have knowledge of: Copy write laws
- Have knowledge of: Career paths in Graphic Communications
- Have knowledge of: Occupational requirements for career paths
- Have knowledge of: Research techniques
- Have knowledge of: Organization Skills
- Have knowledge of: Computer Organization
- Have knowledge of: Employability skills
- Have knowledge of : Unit Vocabulary

Skill:

- Demonstrate ability to: Research and navigate ONET
- Demonstrate ability to: Organize and summarize material
- Demonstrate ability to: Complete classroom assignments
- Demonstrate ability to: Complete assigned worksheets

Remediation:

- | | |
|--------------------------------|-----------------|
| Review with teacher assistance | Study guide |
| Individual tutoring | Peer Mentoring |
| Peer tutoring | Additional time |
| Vocabulary review | |

Enrichment:

- | | |
|--------------------------------|-------------------------|
| Research career | Live Work |
| Interview someone in the field | Present course material |
| Special Project Assignment | |

Safety:

- Student must:
- Handle material in safe and work like manner
 - Use protective clothing and equipment
 - Use hand tools in a safe manner
 - Follow all rules and policies outlined in class

Assessment:

Pretest
Post test
Quiz

Classroom assignment with rubric
Graded Worksheet

Resources:

<http://www.aiga.org/copyright-basics-for-graphic-designers/>
<http://lifehacker.com/follow-this-chart-to-know-if-you-can-use-an-image-from-1615584870>
<https://graphicartistsguild.org/news/browse/cat/copyright-law>
<http://www.copyright.com/learn/media-downloads/videos/>
<http://www.uspto.gov/trademarks-getting-started/trademark-basics/trademark-patent-or-copyright>
<http://www.onetonline.org>

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.

Advertising and Design: Student Guide. Stillwater, OK: Multistate Academic and Vocational Curriculum Consortium, 2012. Print.

Equipment:

27" Apple imac
Richoh 7100sx
Adobe Photoshop CC
Adobe Illustrator CC
Adobe Indesign CC
Microsoft Word
Microsoft Powerpoint

Steel Center for CTE
Course Name: Advertising and Design



Unit Name: PA200 SAFETY
Unit Number: PA200
Dates: FALL 2019 **Hours:** 33.75

Unit Description/Objectives:

Student will know and be able to identify safety procedures in the areas of media presentation equipment, hand tools, paints, solvents, chemicals, cutting procedures, and SDS sheets.

Tasks:

PA201 – Operate equipment incorporating ergonomics.

PA202 – Use computer hardware, software and electronic equipment safely .

PA203 – Use and maintain hand tools safely.

PA204 – Use, store, and dispose of paints, solvents, and chemicals according to OSHA regulations.

PA205 – Practice safe cutting procedures.

PA206 – Practice knowledge of hazard communication law/environmental protection to include SDS.

Standards / Assessment Anchors

Focus Standard/Anchor #1

- 13.2.11 E Demonstrate, in the career acquisition process, the application of essential workplace skills/knowledge, such as, but not limited to: commitment, communication, dependability, health/safety, laws and regulations (that is Americans with Disabilities Act, Child Labor Law, Fair Labor Standards Act, OSHA, Material Safety Data Sheets), personal initiative, Self-advocacy, scheduling/time management, team building, technical literacy and technology.

Supporting Standards/Anchors

- 3.4.10.A2 Interpret how systems thinking applies logic and creativity with appropriate comprises in complex real-life problems.
- 3.4.12.B1 Analyze ethical, social, economic, and cultural considerations as related to the development, selection, and use of technologies.
- 3.4.10.E7 Evaluate structure design as related to function, considering such factors as style, convenience, safety, and efficiency.

Connecting Standard/Anchor

- CC.2.1.HS.F.2 Apply properties of rational and irrational numbers to solve real world or mathematical problems.

Instructional Activities:

Knowledge:

- Steps in maintaining a safe and orderly shop
- Identify Hazardous Materials Identification System (HMIS) labels
- Purposes of a material safety data sheet
- Kinds of safety hazards
- Classes of fires
- Types of fire extinguishers and the classes of fire they are designed to extinguish
- General guidelines for first aid emergencies
- Lifting and carrying items safely
- Complete a student safety pledge form
- Interpret a material safety data sheet
- Lift a heavy object properly
- Approved methods of disposing of graphic communications waste materials
- Personal protective equipment which might be required in a production room
- Terms and definitions
- Proper safety rules to be practiced in the production room
- Proper safety rules to be practiced in the computer lab
- Complete the assigned project
- Participate in classroom discussions and lecture
- Complete assigned worksheets, study guides, and workbook pages
- Have knowledge of paper cutter parts and safety features
- Have knowledge of paper drill parts and safety features

Skill:

- Demonstrate ability to: Operate a paper drill
- Demonstrate ability to: Operate a paper cutter
- Demonstrate ability to: General guidelines for first aid emergencies
- Demonstrate ability to: Lift and carry items safely
- Demonstrate ability to: Interpret a material safety data sheet
- Demonstrate ability to: Operate the computers safely

Remediation:

Review with teacher assistance	Study guide
Individual tutoring	Peer Mentoring
Peer tutoring	Additional time
Vocabulary review	

Enrichment:

Research new equipment	Research current SDS sheets
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Safety:

Student must:

- Handle material in safe and work like manner
- Use protective clothing and equipment
- Use hand tools in a safe manner
- Follow all rules and policies outlined in class

Assessment:

Pretest	Classroom assignment with rubric
Post test	Graded Worksheet
Safety Quiz	

Resources:

<http://www.saic.edu/media/saic/pdfs/academics/academicresources/instructionalshops/XactoSafetyBook.pdf>
<https://www.osha.gov/Publications/OSHA3636.pdf>

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.

Equipment:

27" Apple imac
Richoh 7100sx
Adobe Photoshop CC
Adobe Illustrator CC
Adobe Indesign CC
Microsoft Word

Laminator
Roldand Veracamm
Exacto Knife

Steel Center for CTE
Course Name: Advertising and Design



Unit Name: PA300 DRAWING AND ILLUSTRATION
Unit Number: PA300

Dates: Fall 2019 **Hours:** 60.75

Unit Description/Objectives:

Student will know and be able to draw and illustrate line art, geometric and organic forms, anatomy, incorporating the following techniques perspective, texture, tone, value, direct observation and color.

Tasks:

PA301 – Draw objects using linear perspective.

PA302 – Draw basic geometric and organic forms showing texture and tone.

PA303 – Draw line art.

PA304 – Apply anatomy concepts in drawing.

PA305 – Design from direct observation.

PA306 – Produce illustrations using various media.

PA307 – Illustrate using value.

Standards / Assessment Anchors

Focus Standard/Anchor #1

- CC.3.5.11-12.C.

Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks; analyze the specific results based on explanations in the text.

Supporting Standards/Anchors

- CC.3.5.11-12.D.

Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to *grades 11–12 texts and topics*. Shaping the design of and demand for various technologies.

- CC.3.5.11-12.E.

Analyze how the text structures information or ideas into categories or hierarchies, demonstrating understanding of the information or ideas.

- CC.2.3.HS.A.1

Use geometric figures and their properties to represent transformations in the plane.

Connecting Standard/Anchor

- CC.3.5.11-12.F.

Analyze the author's purpose in providing an explanation, describing a procedure, or discussing an experiment in a text, identifying important issues that remain unresolved.

Instructional Activities:

Knowledge:

- Have knowledge of: Linear Perspective
- Have knowledge of: 1,2, 3, 4, 5 point perspective
- Have knowledge of: texture
- Have knowledge of: tone
- Have knowledge of: Line art
- Have knowledge of: Anatomy concepts
- Have knowledge of: Color illustrations
- Have knowledge of: Value
- Have knowledge of: Layering

Skill:

- Complete assignment, using linear perspective
- Using Pencils to create line art
- Draw basic Human anatomy
- Complete illustration assignment using color
- Create a drawing using value

Remediation:

- Review with teacher assistance
- Individual tutoring
- Peer tutoring
- Vocabulary review

- Study guide
- Peer Mentoring
- Additional time

Enrichment:

- Art Show

Safety:

- Student must:
- Handle material in safe and work like manner
- Use protective clothing and equipment
- Use hand tools in a safe manner
- Follow all rules and policies outlined in class

Assessment:

- Pretest
- Post test
- Quiz

- Classroom assignment with rubric
- Graded Worksheet

Resources:

Gray, Peter. *The complete guide to drawing & illustration: a practical and inspirational course for artists of all abilities*. London: Arcturus, 2016. Print.

Tyrrell, Katherine. *Drawing 365: tips and techniques to build your confidence & skills*. Cincinnati, OH: North Light , 2014. Print.

Guzman, Maria Constanza., and Olga Martin. *Art of drawing: the complete course*. New York: Sterling Pub., 2003. Print.

Equipment:

27" Apple imac
Richoh 7100sx
Adobe Photoshop CC
Adobe Illustrator CC
Adobe Indesign CC
Microsoft Word

Microsoft Publisher
Drawing tools
Rulers
Light table
Paper supplies

Steel Center for CTE
Course Name: Advertising and Design



Unit Name: PA400 Color Theory and Application
Unit Number: PA400

Dates: Fall 2019 **Hours:** 87.75

Unit Description/Objectives:

Student will know the basic structure of color including hue, intensity and saturation; how to select the proper color to generate a successful design; and the differences between and when to use additive and subtractive color.

Tasks:

PA401 Apply the basic structure of color (hue, saturation, brightness) to generate color solutions.

PA402 Apply appropriate color schemes to generate design solutions.

PA403 Identify color models including additive and subtractive color.

Standards / Assessment Anchors

Focus Standard/Anchor #1

- CC.3.5.11-12.B.

Determine the central ideas or conclusions of a text; summarize complex concepts, processes, or information presented in a text by paraphrasing them in simpler but still accurate terms.

Supporting Standards/Anchors

- CC.3.5.11-12.G.

Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., quantitative data, video, multimedia) in order to address a question or solve a problem.

- CC.3.5.11-12.H.

Evaluate the hypotheses, data, analysis, and conclusions in a science or technical text, verifying the data when possible and corroborating or challenging conclusions with other sources of information.

- CC.3.5.11-12.C.

Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks; analyze the specific results based on explanations in the text.

Connecting Standard/Anchor

- CC.3.6.11-12.B. *

Write informative/explanatory texts, including the narration of historical events, scientific procedures/ experiments, or technical processes.

Instructional Activities:

Knowledge:

Knowledge of: hue, intensity and saturation
Knowledge of: appropriate color schemes
Knowledge of: psychology of color
Knowledge of: Kuler
Knowledge of: CMYK color model
Knowledge of: RGB color model
Knowledge of: Analogous color
Knowledge of: Complimentary color
Knowledge of: Grayscale images
Knowledge of: Pantone color

Skill:

Match appropriate color scheme
Convert RGB to CMYK for print
Mix primary colors to create color wheels
Demonstrate tint and tone
Convert image to gray scale
Select Pantone colors
Complete assigned projects
Explain in writing reasons for color selection

Remediation:

Review with teacher assistance
Individual tutoring
Peer tutoring
Vocabulary review

Study guide
Peer Mentoring
Additional time

Enrichment:

Color research on Design Trends

Safety:

Student must:
Handle material in safe and work like manner
Use protective clothing and equipment
Use hand tools in a safe manner
Follow all rules and policies outlined in class

Assessment:

Pretest
Post test
Quiz

Classroom assignment with rubric
Graded Worksheet

Resources:

<https://eslchestnut.com/2012/07/19/the-psychology-of-colour/>

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.

Equipment:

27" Apple imac
Richoh 7100sx
Adobe Photoshop CC
Adobe Illustrator CC
Adobe Indesign CC
Microsoft Word
Drawing tools

Rulers
Light table
Paper supplies
Paint (primary colors)
Paint supplies

Steel Center for CTE
Course Name: Advertising and Design



Unit Name: PA500 DIGITAL IMAGING
Unit Number: PA500

Dates: Fall 2019 **Hours:** 162

Unit Description/Objectives:

Students will know Adobe Photoshop, Adobe Illustrator, Adobe Photoshop, and Adobe Dreamweaver. Students will be able to use and have knowledge of various peripherals including scanners, tablets, and storage devices. Students will learn various file formats and learn proper file organization.

Tasks:

- 501 Execute image scanning procedures.
- 502 Identify the properties of vector and raster images.
- 503 Utilize basic functions of a page layout software.
- 504 Utilize intermediate functions of a page layout software.
- 505 Utilize a basic functions of a vector-based drawing program.
- 506 Utilize intermediate functions of a vector-based drawing program.
- 507 Utilize basic functions of a raster-based image editing software.
- 508 Utilize intermediate functions of a raster-based image editing software.
- 509 Utilize use of input, output and storage devices.
- 510 Utilize different file formats correctly.
- 511 Organize and manage digital files.
- 512 Utilize basic functions of a web page design software.

Standards / Assessment Anchors

Focus Standard/Anchor #1

- CC.3.5.11-12.C.
Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks; analyze the specific results based on explanations in the text.

Supporting Standards/Anchors

- CC.3.5.11-12.G.
Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., quantitative data, video, multimedia) in order to address a question or solve a problem.

- CC.3.6.11-12.E.
Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information.

- CC.2.1.HS.F.5
Choose a level of accuracy appropriate to limitations on measurement when reporting quantities.

Connecting Standard/Anchor

- CC.2.2.7.B.3 Model and solve real-world and mathematical problems by using and connecting numerical, algebraic, and/or graphical representations.

Instructional Activities:

Knowledge:

Have knowledge of: scanning software and equipment
Have knowledge of: vector and raster images and their properties and differences
Have knowledge of: Adobe Photoshop, Illustrator, InDesign, and Dreamweaver
Have knowledge of: various storage devices
Have knowledge of: different file formats and when to use them
Have knowledge of: digital file organization
Have knowledge of: color separations
Have knowledge of: printer's marks and measurements
Have knowledge of: basic html

Skill:

Have the ability to scan
Create a vector image
Create a raster image
Use Adobe Photoshop to complete assignments
Use Adobe Illustrator to complete assignments
Use Adobe InDesign to complete assignments
Back up file and save files to external devices
Organize digital files
Package files for print
Perform color separations
Identify and output printer marks.
Create a basic webpage

Remediation:

Review with teacher assistance
Individual tutoring
Peer tutoring
Vocabulary review

Study guide
Peer Mentoring
Additional time

Enrichment:

Production Team
Adobe Certification Tests

Safety:

Student must:
Handle material in safe and work like manner
Use protective clothing and equipment
Use hand tools in a safe manner
Follow all rules and policies outlined in class

Assessment:

Pretest
Post test
Quiz

Classroom assignment with rubric
Graded Worksheet

Resources:

Wood, Brian. *Adobe Illustrator CC: 2017 release*. San Francisco: Peachpit, 2017. Print.

Anton, Kelly Kordes, and John Cruise. *Adobe InDesign CC: 2017 release*. San Francisco, CA: Adobe Press, 2017. Print.

Faulkner, Andrew, and Conrad Chavez. *Adobe Photoshop CC: 2017 release*. San Francisco, CA: Adobe Press, 2017. Print.

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

www.gmetrix.net/
www.lynda.com

Equipment:

27" Apple imac
Richoh 7100sx
Adobe Photoshop CC
Adobe Illustrator CC
Adobe Indesign CC

Steel Center for CTE
Course Name: Advertising and Design



Unit Name: PA600 Design, Layout and Production

Unit Number: PA600

Dates: Fall 2019 **Hours:** 292.50

Unit Description/Objectives:

Student will know the history of advertising and design, elements and principles of design, the process of creating a successful design, preparing a file for output, and producing design projects.

Tasks:

- 601 Research the history of advertising design.
- 602 Apply elements and principles of design.
- 603 Interpret a creative or design brief.
- 604 Produce thumbnails, roughs and comprehensive.
- 605 Design a logo.
- 606 Create a design for a package.
- 607 Utilize basic knowledge of printing processes.
- 608 Design promotional materials.
- 609 Prepare files for output.
- 610 Utilize printer's marks and prepare color separations.
- 611 Execute knowledge of basic math, proportions, and measurements..

Standards / Assessment Anchors

Focus Standard/Anchor #1

- Standard CC.3.5.11-12.C
Follow precisely a complex multistep procedure, etc.

Supporting Standards/Anchors

- CC.3.6.11-12.E.
Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information.
- CC.3.6.11-12.H.
Draw evidence from informational texts to support analysis, reflection, and research.
- CC.3.5.11-12.C.
Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks; analyze the specific results based on explanations in the text.

Connecting Standard/Anchor

- CC.2.1.HS.F.5
Choose a level of accuracy appropriate to limitations on measurement when reporting quantities.

Instructional Activities:

Knowledge:

Have knowledge of: the history of advertising and design
Have knowledge of: the design process (thumbnails, rough, comprehensive)
Have knowledge of: printing process
Have knowledge of: promotional materials
Have knowledge of: preparing files for output
Have knowledge of: printer marks and measurements
Have knowledge of: elements and principles of design

Skill:

Write a creative brief
Design a logo
Create a design for a package
Perform color separations
Apply elements and principles of design

Remediation:

Review with teacher assistance
Individual tutoring
Peer tutoring
Vocabulary review

Study guide
Peer Mentoring
Additional time

Enrichment:

Production Team

Safety:

Student must:
Handle material in safe and work like manner
Use protective clothing and equipment
Use hand tools in a safe manner
Follow all rules and policies outlined in class

Assessment:

Pretest
Post test
Quiz

Classroom assignment with rubric
Graded Worksheet

Resources/Equipment:

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.

Equipment:

27" Apple imac

Richoh 7100sx

Adobe Photoshop CC

Adobe Illustrator CC

Adobe Indesign CC

Challenger Cutter

Shrink Wrap Machine

Roland Wide Format Printer

Steel Center for CTE
Course Name: Advertising and Design



Unit Name: PA700 Typography
Unit Number: PA700

Dates: Fall 2019 **Hours:** 67.5

Unit Description/Objectives:

Student will have a strong knowledge of typography, including anatomy and classification of type styles, manipulate type, and choose/apply appropriate typefaces.

Tasks:

- 701 Identify the anatomy and classification of type.
- 702 Identify typographic styles.
- 703 Manipulate type through character and paragraph formatting.
- 704 Choose and apply appropriate typeface.

Standards / Assessment Anchors

Focus Standard/Anchor #1

- CC.3.5.11-12.F.
Analyze the author's purpose in providing an explanation, describing a procedure, or discussing an experiment in a text, identifying important issues that remain unresolved.

Supporting Standards/Anchors

- CC.3.5.11-12.B.
Determine the central ideas or conclusions of a text; summarize complex concepts, processes, or information presented in a text by paraphrasing them in simpler but still accurate terms.
- CC.3.6.11-12.H.
Draw evidence from informational texts to support analysis, reflection, and research.
- CC.3.5.11-12 I.
Synthesize information from a range of sources into a coherent understanding.

Connecting Standard/Anchor

- 2.1.HS.F.2
Apply properties of rational and irrational numbers to solve real world or mathematical problems.

Instructional Activities:

Knowledge:

- Have knowledge of: the anatomy and classification of type
- Have knowledge of: typographic styles

Skill:

Manipulate type with character and paragraph formatting
Choose appropriate type styles
Install fonts on Apple Computer
Work with Adobe Typekit

Remediation:

Review with teacher assistance
Individual tutoring
Peer tutoring
Vocabulary review

Study guide
Peer Mentoring
Additional time

Enrichment:

Production Team
Font Creation

Safety:

Student must:
Handle material in safe and work like manner
Use protective clothing and equipment
Use hand tools in a safe manner
Follow all rules and policies outlined in class

Assessment:

Pretest
Post test
Quiz

Classroom assignment with rubric
Graded Worksheet

Resources/Equipment:

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

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

Advertising and Design: Student Guide. Stillwater, OK: Multistate Academic and Vocational Curriculum Consortium, 2012. Print.

Equipment:

27" Apple imac
Richoh 7100sx
Adobe Photoshop CC
Adobe Illustrator CC
Adobe Indesign CC

Steel Center for CTE
Course Name: Advertising and Design



Unit Name: PA800 DIGITAL PHOTOGRAPHY
Unit Number: PA800
Dates: Fall 2019 **Hours:** 87.75

Unit Description/Objectives:

Student will know have knowledge of digital camera and accessories including composition, lighting, camera stabilization and how to download and manipulate digital images.

Tasks:

- 801 Operate digital camera and accessories.
- 802 Compose a photograph through the lens.
- 803 Differentiate lighting options and their effects.
- 804 Stabilize camera.
- 805 Download and manage digital images.

Standards / Assessment Anchors

Focus Standard/Anchor #1

- CC.3.5.11-12. I
Synthesize information from a range of sources into a coherent understanding.

Supporting Standards/Anchors

- CC.3.5.11-12.D
Determine the meaning of symbols, key terms, and other domain specific words.
- CC 3.5.11-12 E
Analyze the structure of the relationships among concepts in a text, etc.
- CC.3.5.9-10. H
Assess the reasoning in a text to support the author's claim for solving a technical problem.

Connecting Standard/Anchor

- CC.3.5.9-10.G
Translate quantitative or technical information expressed in a text into visual form (e.g. a table or chart).

Instructional Activities:

Knowledge:

- Have knowledge of: aperture, shutter speed and iso
- Have knowledge of: studio lighting and the relationship between them.
- Have knowledge of: photo composition

Skill:

Operate digital camera, Nikon, Canon, Sony
Set up and adjust studio lighting
Hold and stabilize a camera
Download and organize photographs.
Edit photos for presentation

Remediation:

Review with teacher assistance
Individual tutoring
Peer tutoring
Vocabulary review

Study guide
Peer Mentoring
Additional time

Enrichment:

Production Team
Skills USA State Competition

Safety:

Student must:
Handle material in safe and work like manner
Use protective clothing and equipment
Use hand tools in a safe manner
Follow all rules and policies outlined in class

Assessment:

Pretest
Post test
Quiz

Classroom assignment with rubric
Graded Worksheet

Resources/Equipment:

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

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

Advertising and Design: Student Guide. Stillwater, OK: Multistate Academic and Vocational Curriculum Consortium, 2012. Print.

Equipment:

27" Apple imac

Richoh 7100sx

Adobe Photoshop CC

Adobe Illustrator CC

Adobe Indesign CC

Nikon D3300 digital camera

Canon EOS Rebel camera

Sony camera

Studio Lights

Speedlights

SD cards

Steel Center for CTE
Course Name: Advertising and Design



Unit Name: PA900 Professional Practices
Unit Number: PA900
Dates: Fall 2019 **Hours:** 162

Unit Description/Objectives:

Student will know proper professional practices including preparing a portfolio, estimating time and materials need for projects, participating in critiques, and researching industry practices.

Tasks:

- 901 Prepare and present a portfolio.
- 902 Prepare and present a visual concept presentation.
- 903 Estimate time and and/or materials for a project.
- 904 RESERVED
- 905 Matte and mount works of art.
- 906 Participate in critiques of commercial art projects.
- 907 Explore current industry trends.

Standards / Assessment Anchors

Focus Standard/Anchor #1

- CC.3.6.11-12.H.
Draw evidence from informational texts to support analysis, reflection, and research.

Supporting Standards/Anchors

- CC.3.6.11-12.C.
Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
- CC.3.5.9-10. H
Assess the reasoning in a text to support the author's claim for solving a technical problem.
- CC.3.5.11-12. B
Determine the central ideas or conclusions of text;etc.

Connecting Standard/Anchor

- Standard 2.1.HS.F.6
Extend the knowledge of arithmetic operations and apply to complex numbers.

Instructional Activities:

Knowledge:

Have knowledge of: positive customer service practices.
Have knowledge of: portfolios
Have knowledge of: estimates
Have knowledge of: art presentation
Have knowledge of: current industry practices

Skill:

Complete and present digital and paper portfolio
Create a job ticket/estimate for customer jobs
Participate in

Remediation:

Review with teacher assistance
Individual tutoring
Peer tutoring
Vocabulary review

Study guide
Peer Mentoring
Additional time

Enrichment:

Production Team

Safety:

Student must:
Handle material in safe and work like manner
Use protective clothing and equipment
Use hand tools in a safe manner
Follow all rules and policies outlined in class

Assessment:

Pretest
Post test
Quiz

Classroom assignment with rubric
Graded Workshe

Resources/Equipment:

Pipes, Alan. *Production for graphic designers*. Upper Saddle River: Prentice Hall, 2009. Print.
Meggs, Philip B. *A history of graphic design*. New York: John Wiley & Sons, 1998. Print.

Puckett, Robert. *Orientation to Graphic Communications: Student Guide*. Stillwater, OK: Multistate Academic and Vocational Curriculum Consortium, 2013. Print.
Advertising and Design: Student Guide. Stillwater, OK: Multistate Academic and Vocational Curriculum Consortium, 2012. Print.

Equipment:

27" Apple imac
Richoh 7100sx
Adobe Photoshop CC
Adobe Illustrator CC
Adobe Indesign CC
Challenger Cutter
Shrink Wrap Machine
Roland Wide Format Printer
Baum Folder

Steel Center for CTE
Course Name: Advertising and Design



Unit Name: L1000 Local Tasks, Printing Industry
Unit Number: L1000
Dates: Fall 2019 **Hours:** 51.75

Unit Description/Objectives:

Student will know the history of printing, various printing methods, knowledge of paper, knowledge of impositions and various finishing/bindery methods.

Tasks:

- L1 Research the History of Printing
- L2 Explain the various printing methods within the printing industry
- L3 Print different types of impositions
- L4 Demonstrate knowledge of paper classifications, paper properties and paper concerns in the digital and offset printing applications
- L5 Explain various finishing techniques.

Standards / Assessment Anchors

Focus Standard/Anchor #1

- CC.3.6.11-12.H.
Draw evidence from informational texts to support analysis, reflection, and research.

Supporting Standards/Anchors

- CC.3.5.11-12.C
Follow precisely a complex multistep procedure, etc.
- CC.3.6.11-12.C.
Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
- CC.3.5.11-12. B
Determine the central ideas or conclusions of text;etc.

Connecting Standard/Anchor

- CC.3.5.11-12.C.
Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks; analyze the specific results based on explanations in the text.

Instructional Activities:

Knowledge:

Have knowledge of: The history or Printing

Have knowledge of: Various Printing Methods in the Printing Industry

Have knowledge of: Paper classifications, properties and paper selection

Have knowledge of: Various binding and Finishing methods

Skill:

Create infographics

Print with various impositions

Operate Baum Folder

Remediation:

Review with teacher assistance

Individual tutoring

Peer tutoring

Vocabulary review

Study guide

Peer Mentoring

Additional time

Enrichment:

Production Team

Safety:

Student must:

Handle material in safe and work like manner

Use protective clothing and equipment

Use hand tools in a safe manner

Follow all rules and policies outlined in class

Assessment:

Pretest

Post test

Quiz

Classroom assignment with rubric

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