



STEEL CENTER
FOR CAREER AND TECHNICAL EDUCATION

PROGRAM LETTER

Advertising and Design: 50.0402

Mr. Scott Kane • 2020 – 2021

skane@steelcentertech.com • 412.469.3200 x2531

July 1, 2020

Dear Steel Center Family:

Welcome to the 2020-2021 school year! My name is Mr. Scott Kane and this is my sixth year at Steel Center for Career and Technical Education. I come to Steel Center with over 10 years of experience in graphic design and print production in higher education.

Course 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.

Requirements: This course requires students to have a portable way to store and back up files. It is recommended that students have an 8-16GB portable flash drive and a Gmail account to set up a Google Drive.

I am excited to start the school year and invest in your student's education. Finally, I wanted to let you know that you are a critical part of your student's education. Feel free to contact me with any concerns or questions.

Sincerely,

Mr. Scott Kane
Advertising and Design Teacher