



**STEEL CENTER**  
FOR CAREER AND TECHNICAL EDUCATION

# SYLLABUS

---

## **Advertising and Design: 50.0402**

Mr. Scott Kane • 2019 – 2020

skane@steelcentertech.com • 412.469.3200 x2531

**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.

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.

### **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. If you do not complete the card they will receive a 1 for work ethic grade.
- 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:

|                |          |                    |            |
|----------------|----------|--------------------|------------|
| <b>93-100:</b> | <b>A</b> | <b>70-76:</b>      | <b>D</b>   |
| <b>85-92:</b>  | <b>B</b> | <b>&lt;70:</b>     | <b>E/F</b> |
| <b>77-84:</b>  | <b>C</b> | <b>Incomplete:</b> | <b>I</b>   |

### Measures of Achievement:

1. **Work Ethics (daily grade):** This grade accounts for 34% of the student's total grade. The scale is a 1-10 base on preparation, participation, behavior, and productivity or time on task.
2. **Skills Grade (task grade):** This grade accounts for 33% of the student's total grade and is comprised of the evaluation and recording of lab activities the students are assigned each marking period. The scale is a 1-10 base.
3. **Knowledge Grade (test and assignment grade):** This grade accounts for 33% of the student's total grade. The knowledge grade will include but not limited to homework, quizzes, time cards, weekly logs, midterm, and final exams.

### 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 the 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

**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.