



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

Classification of Instructional Program (CIP): 50.0402

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

Work environment	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 groups work; completing projects for clients and/or the public with strict deadlines.	Advertising & Design rules, as outlined in the program syllabus: www.steelcentertech.com
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* More detailed information may be provided upon acceptance to this program.