Program Planning Tool

Program Title: **CIP 50.0402   ADVERTISING DESIGN & COMMERCIAL ART**   Student Name:

This document has been designed as a tool to facilitate student placement decisions and provides important information about the program. The chart on the reverse side is designed to assist in the identification of necessary skills, present educational levels, and supports, if any, that are needed to foster program success.

Program Completion Requirements

A successful student will…

- Secondary Academic Course Requirements: The PA Dept. of Education's focus is to ensure every student is college and career ready, therefore all students are recommended to follow a college prep sequence of academic classes. Courses such as applied math or general science are not appropriate for this program. PDE's goal is to have all students perform at the competent or advanced level on the Keystone Exams and Program of Study end-of-program assessment (NOCTI).
- Complete an Occupational Competency Assessment (i.e. NOCTI end-of -program exam) and score at the "competent" or "advanced" level. This end-of -program exam will cover the full scope of the program of study curriculum and includes (1) a multiple choice test and (2) a performance test consisting of occupational related tasks scored and evaluated by industry judges.
- Earn a minimum of one industry recognized certification. Students will be encouraged and expected to earn all recognized industry certifications that make up the scope of the curriculum. Accommodations are not permitted for industry certifications. These include: Adobe Certifications through Certiport.
- Complete the approved program curriculum and earn a minimum of one RMCTC Job Title aligned with the student's career objective. Job titles are identified on the program task list, aligned with local workforce needs and high priority employment occupations, and annually reviewed and approved by the program's occupational advisory committee.
- Successful completion of Keystone Exams as determined by sending school district.
- Maintain a 95% attendance rate or better.
- Transition on to a post-secondary institution, military or related fulltime employment aligned to their CTC program of study.

Instructional Process/Specifications

A successful student will…

- Perform a wide variety of tasks in a laboratory environment with equipment consistent with industry standards. Up to 25 students are assigned to work "independently" and in "small teams". Students progress through using learning guides in a self-directed manner.
- Working in the laboratory, students will be required to work with the Mac computer, software and hand held cutting equipment associated with advertising design technology. Students will use such items as X-acto blades and spray adhesives. Considerable time will be spent using a computer and other related equipment.
- Participate in classroom theory and laboratory applications for generally 2 ½ hours each day; students will spend 25% of their time in classroom theory and 75% of their time doing laboratory applications and live work.
- Complete written and performance tests. Students will be evaluated weekly on occupational skill performance using rubrics. In addition, students will be evaluated daily on work ethics. Progress is measured by test performance, task completion and work ethic.
- Participate in Career & Technical Student Organizations including SkillsUSA and/or National Technical Honor Society.
- Participate in a paid or unpaid work based learning related to the Program of Study (cooperative education, clinical internship, and/or job shadowing).
- Read and study textbooks and technical manuals. Most textbooks are written at a 10th to 11th grade reading level and most technical manuals are written at a higher level.
- Complete homework on time. Homework typically involves chapter. workbook or sketchbook assignments, on line research assignments and writing assignments.
- Purchase appropriate work and safety attire, tools, and equipment. Following is an estimated breakdown of costs: TOOLS: 4GB USB Flash Drive $5-$10   BOOKS: Sketchbook (50-100pgs) $15-$20   CERTIFICATION TESTS: Adobe $50-$65

CTE Requirements	Present Educational Ability/Level	Support Needs
Program Completion – Strong self-determination skills and understanding of personal strengths and weaknesses. Ability to meet industry established standards of performance, complete the program of study without curriculum modifications, and earn industry certifications without testing accommodations.		
Reading and Language Arts Level- Text and manuals written on a 10th-11th grade reading level. Proficient on end-of-course exam (Keystone). Ability to gather, read, and process information from multiple sources. Ability to understand written sentences and paragraphs in work related documents. Heavy reading is required to learn related software. NOCTI Assessment & Industry Certification Exams require a proficiency in English language skills.		
Math Level - At grade level and proficient on end-of-course exam (Keystone). Knowledge of arithmetic, algebra, geometry and their applications. Ability to compute proper settings for equipment and correct dimensioning for projects and deliverables. Ability to estimate sizes, distances, and quantities; and determine time, costs, resources, and materials needed to perform a work activity.		
Aptitude – Creative / artistic ability. Fluency of ideas. Originality. Visualization. Innovation. Attention to detail. Flexibility. Problem solving and trouble shooting skills. Analytical skills. Computer savvy.		
Safety & Physical – Manual dexterity, strong depth and color perception and discrimination. Hand-eye coordination, near vision, stamina and self-discipline to focus at work station for long periods of time. Ability to work independently, good eye/hand coordination, Visual acuity.		
Interpersonal/ Social – Ability to work independently and in a team. Effective communication skills. Cooperative. Ability to create and maintain professional relationships. Ability to work under pressure and under time deadlines.		
Other Occupational/Program Considerations - Ability to meet deadlines, basic drafting knowledge, computer skills, drawing ability and color keenness. Eye/hand coordination.		