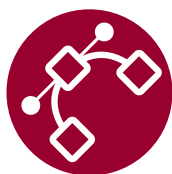




ADVERTISING DESIGN

PROGRAM OVERVIEW



Students in the Advertising Design program have the opportunity to gain knowledge in the field of Advertising with a concentration on design skills.

Students are trained in using industry-standard computers, equipment and software. This program guides students from sales and concept development to design solution implementation. Students will be responsible

for time management and deadlines, thinking objectively and are encouraged to apply logic as well as develop originality and creativity. Students will have an opportunity to work with industry professionals and can earn up to 6 transferable college credits. A development of print and digital portfolio are created in the senior year and used as part of a college application process.



CAREER OPPORTUNITIES

- **Account Director, Executive, and Manager**
- **Advertising and Editorial Photographer**
- **Art Director**
- **Content Marketer**
- **Copywriter**
- **Creative Director**
- **Graphic Artist**
- **Graphic Designer**
- **Illustrator**
- **Medical Illustrator**
- **Media Buyer**
- **Media Planner**
- **Web Developer**



POST-SECONDARY EDUCATION OPPORTUNITIES

- **Rochester Institute of Technology**
- **SUNY Oswego**
- **SUNY Brockport**
- **Finger Lakes Community College**
- **Monroe Community College**
- **Bryant & Stratton**





PROGRAMS OF STUDY

FOUNDATIONAL COURSES

CTE Foundations: Digital Media

9th Grade // 1 CTE Credit

Career Research and Exploration
Safety, Equipment, and Technology
Basic Design and Production Skills

Introduction to Digital Media

10th Grade // 2 CTE Credits

Rotation of Experiences in Digital Video Production,
Advertising Design, Interactive Media, and
Digital Audio & Music Production

CAREER MAJOR COURSES

Advertising Design I

11th Grade // 2 CTE Credits

Design Elements, Principles and Procedures
Digital Manipulation and Photography
(Adobe Photoshop)
Vector-Based Graphic Illustrations
(Adobe Illustrator)
Typography, Composition and Page Layout
(Adobe InDesign)
Printing and Production

Advertising Design II

12th Grade // 2 CTE Credits

College/Career Readiness
Digital and Print Portfolio
Advanced Technical Skill Building
Customer Service and Communication
Project/Marketing Campaign Management
Design for Local Business Internships
College Credit Classes



EMPLOYABILITY PROFILE:

The Proficient Advertising Design Student will...

- Demonstrate employability skills that will help them get a job and meet employer's professional expectations.
- Demonstrate academic knowledge and skills that meet postsecondary requirements.
- Consistently demonstrate safe practices and healthy relationships.
- Properly select, use, store, and maintain all tools and equipment.
- Effectively read a variety of materials and communicate in a variety of situations.
- Accurately solve mathematical calculations, and apply geometric concepts, in context.
- Accurately measure within industry-standard tolerances.
- Demonstrate grit. Persevere through challenges and not give up.
- Follow legal and ethical practices.
- Demonstrate and apply computer literacy concepts and terminology.
- Apply the elements, principles and procedures of design.
- Apply the rules and use typography both as text and art.
- Apply technical and aesthetic skills in photography.
- Create and manipulate pixel based imagery.
- Create and manipulate vector based graphics for digital illustration.
- Create and manipulate page-layouts and create print ready documents.
- The proficient student will consult with clients to ensure projects meet their needs and budget.