ARTS, A/V TECHNOLOGY & COMMUNICATIONS

Susan Maguire, Instructor

INDUSTRY CERTIFICATIONS
- Advertising and Design Assessment
- College and Work Readiness Assessment (CWRA+)
- Customer Service Examination
- National Career Readiness Assessment
- Workplace Readiness Skills for the Commonwealth Examination
- NOCTI Advertising Design
- Adobe Photoshop CS3 and CS4

POSSIBLE CAREER PATHWAYS
- Journalism and Broadcasting
- Visual Arts
- Arts, Audio/Video Technology and Communications

COLLEGE AND CAREER OPPORTUNITIES
- Know How Virginia www.knowhowvirginia.org
- Tidewater Community College www.tcc.edu/
- College Board www.collegeboard.com/
- Virginia Career View www.vaview.vt.edu/
- Bryant and Stratton College www.bryantstratton.edu/
- ITT Tech www.itt-tech.edu/
- DeVry University www.devry.edu/
- The Art Institute of Virginia Beach https://www.artinstitutes.edu/virginia-beach

STARTING SALARY
$36,200 - $46,900
Earning may vary by specialty
Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2016-17 Edition*, Graphic Designers, on the Internet at http://www.bls.gov/ooh/arts-and-design/graphic-designers.htm

PREREQUISITES
- Previous Art class and basic art ability
- Keyboarding Skills

**The Advertising Design course participates in the SkillsUSA co-curricular club.

Advertising Design

PROGRAM DESCRIPTION

This two year course provides the students with an introduction to the advertising and design industry. Students study design composition, layout, illustration and print and desktop publishing. Using creativity and knowledge of advertising concepts, students produce marketable artwork including illustrations, ad layouts, and renderings for ads, brochures and package designs. Strong emphasis placed on desktop publishing skills such as graphics and typography. Digital photography and scanning included.

PROGRAM CONTENTS/SKILLS

- Demonstrating Workplace Readiness Skills: Personal Qualities and People Skills
- Demonstrating Workplace Readiness Skills: Professional Knowledge and Skills
- Demonstrating Workplace Readiness Skills: Technology Knowledge and Skills
- Examining All Aspects of an Industry
- Addressing Elements of Student Life
- Practicing Lab Safety
- Examining Advertising Design
- Demonstrating Fundamental Skills and Techniques
- Exploring Elements and Principles of Design
- Applying Illustration Theory
- Working with Typography
- Designing an Advertisement
- Printing an Advertisement
- Applying Design Skills
- Practicing Photography
- Applying Computer Skills
- Developing Employability Skills

FOR FURTHER INFORMATION contact (757) 892-3300 or schools.nps.k12.va.us/ntc