

# Advertising/Digital Technology



## Recommendations for Success:

- Basic knowledge of computer usage
- Knowledge of Microsoft Office Suite
- Keyboarding and mouse skills
- Computer file management skills
- Ability to sit at computer station for extended periods of time
- Ability to meticulously follow step-by-step instructions and demonstrations
- Ability to complete open-ended projects
- Self-directed/self-motivated learner
- Client/customer service skills
- Creativity and imagination
- Effective time management skills
- Public speaking skills
- Willingness to be on-camera and school TV
- Good attendance
- Ability/skills to handle fragile, expensive equipment (cameras, microphones, etc.) with extreme care to avoid damage from dropping, rough handling, etc.



<b>Lenape Technical School</b>	<b>Advertising / Digital Technology</b>
<b>Objective of field</b>	<p>The purpose of this course is to prepare high school students for entry-level employment or post-secondary study in Advertising, Media Arts and Design Technology areas. Advertising/Digital Technology is intended to provide students with in-depth skills to deliver solutions that make great digital experiences possible. Exposure to a broad visual communications and multimedia curriculum will allow students to explore a diverse career cluster. Emphasis will be placed on enabling the creation and delivery of compelling content and experiences across multiple operating systems, devices, and media. Critical thinking and problem solving skills will be stressed to help students communicate better. By combining concepts of advertising, art, and design with innovative technology, students will be inspired to creatively improve the way people are experiencing and interacting with information. Students learn by doing, using the techniques, tools, and software of professionals working in their desired career field.</p>
<b>Job Duties</b>	<p>Using a laboratory approach to learning, activities will integrate digital technology with basic advertising concepts, elements and principles of design. Emphasis will be placed on cooperative learning and research. Material will be presented using various instructional strategies such as demonstration, group work, hands-on design labs, videos, tutorials, and the Internet. Many class sessions will be student-centered, focusing on student activities, with the instructor facilitating the activities and learning. Class discussions, reading, critical thinking, problem solving activities, and individual Internet research projects will be used. Student work is expected to be high quality and meet the established standards. Opportunities will be given to students to revise their work until the standards are met. Students will often work in groups, but each student is responsible for completing his/her individual assignment in relationship to the group's work. Students will present their projects and research results through various outlets including: multimedia presentation, oral and written presentations, videocasting, podcasting, video editing, animating, mixing, storytelling, game, photography, storyboard, music, broadcasting, journalism, TV/Radio message, web presentation, and multimedia advertising messages. Students will work in the television and video studio and are responsible for producing, editing, filming, and broadcasting the announcements for the school. They must be able to work well with others in a team environment and handle expensive, fragile electronic equipment such as cameras and microphones.</p>
<b>Classroom Tests</b>	<p>30 tests for each year of the program*</p> <p><i>*This number is approximate and is subject to change</i></p>
<b>Certification Tests</b>	<p>Industry recognized, the Adobe Certified Associate certification validates basic, entry-level skills in digital communications using Adobe tools:</p> <ul style="list-style-type: none"> <li>• Visual Communication with Adobe Photoshop</li> <li>• Rich Media Communication with Adobe Flash</li> <li>• Graphic Design and Illustration with Adobe Illustrator</li> <li>• Web Communication with Adobe Dreamweaver</li> <li>• Video Communication with Adobe Premiere</li> <li>• Print and Digital Media Publication with Adobe InDesign</li> </ul> <p>National Occupational Competency Institute of Testing (NOCTI):</p> <ul style="list-style-type: none"> <li>• Visual Communications and Multimedia Design Exam</li> </ul>
<b>Books</b>	<p>Due to the rapidly changing nature of the field, various texts, resources, online material, and presentations are used.</p>

<b>Lenape Technical School</b>	<b>Advertising / Digital Technology</b>
<b>Lecture Time</b>	Year 1: 2.5 hours/week* Year 2: 3.5 hours/week* Year 3: 3 hours/week*  <i>*This number is approximate and is subject to change</i>
<b>Co-op</b>	<ul style="list-style-type: none"> <li>• Student must receive approval from all members of the professional staff</li> <li>• Student must have a “B” grade or higher in all subjects</li> <li>• Student must have a satisfactory discipline record</li> <li>• Student must maintain passing grades while they are in the co-op program</li> <li>• Student must maintain strong attendance record and demonstrate punctuality</li> <li>• Student must provide their own transportation to and from work</li> </ul>
<b>Homework</b>	<ul style="list-style-type: none"> <li>• Reading assignments</li> <li>• Case studies</li> <li>• Study guides</li> <li>• Key terms and definitions</li> <li>• Media observations</li> </ul>
<b>Task Lists</b>	Year 1: 74 tasks* Year 2: 106 tasks* Year 3: 84 tasks*  <i>*This number is approximate and is subject to change</i>
<b>Planned Courses</b>	<ul style="list-style-type: none"> <li>• The Mac and Internet Technology</li> <li>• Introduction to Computer Graphics</li> <li>• Graphic Design</li> <li>• Television Production/Broadcast Journalism</li> <li>• Digital Video/Filmmaking</li> <li>• Web Design and Publishing</li> <li>• Digital Photography and Photo Manipulation</li> </ul>
<b>Academic Skills</b>	High School reading level  English: <ul style="list-style-type: none"> <li>• Honors English is recommended</li> </ul> Math skills: <ul style="list-style-type: none"> <li>• Fractions</li> <li>• Decimals</li> <li>• Percentage</li> <li>• Measurement</li> <li>• Order of operations</li> <li>• Proportions</li> <li>• Decimal/fractions/percent conversions</li> <li>• Linear measure in standard units</li> <li>• Area</li> <li>• Geometric shapes</li> <li>• Basic Algebra properties/skills</li> <li>• Reading and creating graphs and charts</li> <li>• Statistical interpretation and comparison</li> </ul>
<b>Soft Skills</b>	<ul style="list-style-type: none"> <li>• Patience to sit at computer for extended periods of time</li> <li>• Communication skills – oral and written</li> </ul>

<b>Lenape Technical School</b>	<b>Advertising / Digital Technology</b>							
<b>Soft Skills Continued</b>	<ul style="list-style-type: none"> <li>• Ability to work independently and as a team member</li> <li>• Ability to follow multi-step directions</li> <li>• Ability to follow a systematic and sequential plan or activity</li> <li>• Creativity</li> <li>• Interpersonal skills</li> <li>• Professionalism</li> <li>• Maturity</li> <li>• Time management skills</li> </ul>							
<b>Computer Skills</b>	<ul style="list-style-type: none"> <li>• Basic knowledge of computer usage and operating systems</li> <li>• Computer directory/folder navigation skills</li> <li>• Knowledge of how to use the mouse, standard menus, and commands</li> <li>• Microsoft Office Suite</li> <li>• Keyboarding and mouse skills</li> <li>• Computer file management skills</li> <li>• Knowledge of how to open, save, and close files</li> </ul>							
<b>Physical Requirements</b>	<ul style="list-style-type: none"> <li>• Ability to sit at computer station for extended periods of time</li> <li>• Agility</li> <li>• Sitting for long periods of time</li> <li>• Viewing monitor for long periods of time (eye strain)</li> <li>• Manual dexterity for mouse and keyboard use</li> </ul>							
<b>Vocational Testing Essential Aptitudes for lab recommended levels</b>	<ul style="list-style-type: none"> <li>• Structural mechanical visualization/reasoning</li> <li>• Manual dexterity</li> <li>• Retention of mechanical and structural detail</li> </ul>							
<b>Uniform Requirements</b>	<b>Student's Expense:</b> <ul style="list-style-type: none"> <li>• Shop shirt (polo or button down)</li> </ul>							
<b>Articulation/Agreements</b>	An Articulation Agreement exists with Butler County Community College for their Applied Technology Certificate Program for up to 9 credits.							
<b>Employment/Job Outlook</b>	Employment in this field is growing and in-demand.							
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Technical Training</th> <th style="text-align: center;">2-Year Associates Degree</th> <th style="text-align: center;">4-Year Bachelor's Degree</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Graphic Design Assistant Desktop Publisher Marketing Associate Customer Service Advertising Assistant Photographer Assistant Copy and Print Associate</td> <td style="text-align: center;">Web and Multimedia Design Communication/Commercial Arts Digital Audio and Video Production Visual Communications Photographer</td> <td style="text-align: center;">Advertising/Public Relations Marketing Graphic Design Multimedia Film and Video E-Commerce Fine Arts</td> </tr> </tbody> </table>	Technical Training	2-Year Associates Degree	4-Year Bachelor's Degree	Graphic Design Assistant Desktop Publisher Marketing Associate Customer Service Advertising Assistant Photographer Assistant Copy and Print Associate	Web and Multimedia Design Communication/Commercial Arts Digital Audio and Video Production Visual Communications Photographer	Advertising/Public Relations Marketing Graphic Design Multimedia Film and Video E-Commerce Fine Arts	
Technical Training	2-Year Associates Degree	4-Year Bachelor's Degree						
Graphic Design Assistant Desktop Publisher Marketing Associate Customer Service Advertising Assistant Photographer Assistant Copy and Print Associate	Web and Multimedia Design Communication/Commercial Arts Digital Audio and Video Production Visual Communications Photographer	Advertising/Public Relations Marketing Graphic Design Multimedia Film and Video E-Commerce Fine Arts						
<b>How to find out more?</b>	<ul style="list-style-type: none"> <li>• <a href="http://www.onet.org/">http://www.onet.org/</a></li> <li>• <a href="http://www.bls.gov/ooh/Arts-and-Design/Art-directors.htm#tab-7">http://www.bls.gov/ooh/Arts-and-Design/Art-directors.htm#tab-7</a></li> </ul>							