



Course Overview

High School | Technology Education | Graphic Communication - Last Updated on April 3, 2025

DESCRIPTION

K-12 Content Area | Mission & Philosophy Statement

- Young people are born investigators, with natural curiosities about the physical, biological, and social worlds they experience. Anchoring science, technology, engineering learning in real-world phenomena connects curiosities to core conceptual understandings.
- Students actively construct understanding through inquiry, experimentation, and analysis to develop science and engineering practices such as asking questions, planning and carrying out investigations, and constructing explanations and models.
- Integration of crosscutting concepts such as patterns, cause and effect, and systems thinking promote interdisciplinary understanding and sense-making of the natural world.
- The design process is central to the modern world. Architects, Engineers, Drafters, and Designers utilize technical tools to prototype, manufacture, and collaborate in the development of new products.

Course Description

The ability to create effective advertisements using digital media is a big part of every business. Promoting your product through a variety of digital formats is key to successful sales and marketing. In this course, students will learn the basics of composing a visually appealing graphic layout by mixing colors, fonts, and the elements of design. These principles will be applied on several creative digital projects that use industry standard graphics software from the Adobe Creative Suite. Students will learn Adobe Photoshop for image editing and modification, Adobe InDesign for graphic layout, and Adobe Illustrator for vector graphics and image creation. Student projects will include image touch up, image combination, vector artwork, digital comics, logo creation, and a screen printed T-shirt.

STANDARDS

Pennsylvania - Grade 9-12 - Arts and Humanities

9.1.12.A 9.1.12.C 9.1.12.D 9.1.12.E 9.1.12.H 9.1.12.J

Pennsylvania - Grade 9-12 - Business, Computer and Information Technology

15.2.12.A 15.4.12.A

Pennsylvania - Grade 9-11 - Career Readiness Indicators

13.1.11.A. 13.1.11.B. 13.1.11.C. 13.1.11.D. 13.1.11.E. 13.1.11.F. 13.3.11.A.

13.3.11.E. 13.3.11.F.



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Pennsylvania - High School - Commercial and Advertising Art

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COURSE OBJECTIVES

The course objectives are to meet the standards for Arts & Humanities, Business, Computers and Informational Technology, Career Education and Work and Commercial and Advertising Art as identified in the course scope and sequence.

ASSESSMENT TYPES

The following assessment types will be used during the course:

- Curriculum-based Measures
- Formative Assessments
- Performance-based Assessments
- Summative Assessments

SUGGESTED METHODS OF INSTRUCTION

A technology education program demands the use of a variety of instructional strategies to foster design-based thinking. Below is a list of suggested strategies for high-quality instruction:

- Instructional components outlined in *The Framework for Teaching* by Charlotte Danielson
- Posing questions for investigation
- Cooperative learning and collaboration
- Inquiry, engineering, and design processes
- Developing models



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RESOURCES

District Approved Program Resources	District Approved Supplemental Resources	District Approved Technology Resources
<p>Transparency printer film</p> <p>Clear tape</p> <p>Screen print frames</p> <p>Mesh screen fabric</p> <p>Cord</p> <p>Cord set tool</p> <p>Hammers</p> <p>Screwdriver</p> <p>Photoemulsion</p> <p>Squeegee</p> <p>Popsicle stick</p> <p>Paint brush</p> <p>Fabric ink</p> <p>Plastic containers</p> <p>Paper towels</p> <p>Clamps</p> <p>Iron</p> <p>Hair dryer</p> <p>UV Exposure unit</p> <p>Timer</p> <p>Extension cord</p> <p>Spray hose</p> <p>Soap</p> <p>Projectors</p> <p>Colored Pencils</p>		<p>Adobe Creative Suite</p> <p>Adobe Photoshop</p> <p>Adobe Illustrator</p> <p>Vectornator</p> <p>Laserjet Printer</p> <p>Digital Sketchpad</p>