



PROGRAM LETTER

Advertising & Design:

50.0402

2026-2027

Mr. Tom Thompson

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Dear Steel Center Families,

Welcome to the 2026-2027 school year! My name is Tom Thompson, and I am excited to serve my second year as the Advertising & Design instructor at Steel Center.

I came to Steel Center with extensive professional experience in graphic design, motion graphics, video editing, and large-format signage. Throughout my career, I've worked directly with businesses, agencies, and organizations to create real-world marketing materials, from branding and social media content to print production and environmental graphics. My goal is to bring that same real-world mindset into the classroom and prepare students for both industry and post-secondary success.

Program Overview

The Advertising & Design program prepares students to apply technical knowledge and creative problem-solving skills to the planning, design, production, and finishing of both print and digital graphics. Students will learn industry-standard workflows including layout, composition, typography, branding, photography, and digital production.

Instruction is centered around professional software such as Adobe Photoshop, Illustrator, InDesign, and Acrobat. As students' progress through the program, they will build a strong foundation and gradually develop more specialized skills aligned with their individual interests, whether that's graphic design, digital media, marketing, or related creative fields.

This is a deadline-driven, skill-based program that emphasizes accountability, craftsmanship, and critical thinking. Students will work on projects that reflect real industry expectations while developing a portfolio they can confidently present to future employers or colleges.

I am truly looking forward to working with your student this year and investing in their creative and professional growth. Family support plays an important role in student success, and I welcome communication at any time with questions, concerns, or suggestions that help create the best learning environment possible.

Thank you for your support, and I look forward to a successful school year.

Sincerely,

Tom Thompson
Advertising & Design Instructor