



SYLLABUS

Advertising and Design:

50.0402

2026-2027

Mr. Tom Thompson

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Program Description: Advertising and Design prepares individuals to apply technical knowledge and skills to prepare, create, produce and finish, print, and digital graphics. Students will learn desktop publishing, layout, composition, photography, digital printing, bindery, finishing and other graphic arts techniques. Program specific software includes Adobe InDesign, Photoshop, Illustrator and Acrobat.

Primary Resources:

- Evans, Poppy, and Mark Thomas. *Exploring the Elements of Design*. Clifton Park, NY: Thomson/Delmar Learning, 2008. Print.
- Prust, Z. A. *Graphic Communications: The Printed Image*. Tinley Park, IL: Goodheart-Willcox, 2003. Print.
- Puckett, Robert. *Orientation to Graphic Communications: Student Guide*. Stillwater, OK: Multistate Academic and Vocational Curriculum Consortium, 2013. Print.
- Wood, Brian. *Adobe Photoshop Classroom in a Book 2026 Release*. Hoboken, NJ: Adobe Press/Pearson Education, 2026. Print.
- Wood, Brian. *Adobe Illustrator Classroom in a Book 2026 Release*. Hoboken, NJ: Adobe Press/Pearson Education, 2026. Print.

Wood, Brian. *Adobe InDesign Classroom in a Book 2026 Release*. Hoboken, NJ: Adobe Press/Pearson Education, 2026. Print.

Online Curriculum:

- Brain Buffet Training Projects
- Adobe Suite Certiport Training and Testing.

Daily Required Materials/Items:

- All students are to attend class regularly, on time, ready to learn and work to the best of their ability.
- Students must have something to write (pencil / pen)
- Portable flash drive (Recommended 1tb)
- Steel Center Branded Polo to be worn 3 out of days per week & on field trips

Assessment and Evaluation: All tests, quizzes, timecards, weekly logs, midterm, and final exams will be graded using Steel Center's grading scale:

90 – 100	A	60 – 69	D
80 – 89	B	<0 – 59	E/F
70 – 79	C	Incomplete	I

Assignments/Timeline:

- Classroom projects and assignments
- Quizzes are assigned throughout the year and throughout units to measure understanding.
- Pretest and Tests are given to evaluate understanding and growth during each unit.
- A midterm test and Final test will be administered to students in January and May.
- Seniors final test will be the NOCTI skills test & Adobe Certification attempts.

Other grading factors:

- Students are expected to behave in a respectful and responsible manner.
- Students are not permitted to use their phones in class.
- Streaming music is permitted when appropriate. **NO YOUTUBE.**
- Follow all school rules.

Technology Usage:

- Students are expected to respect and maintain all equipment in Advertising and Design.
- Students will be responsible online citizens and agree not to use copyright materials.
- Equipment may not under any circumstance leave Advertising and Design without permission.
- Printing: Students would be limited to 25 copies per week, specifically, on personal printing and violating that could result in costs for the student .5 cents per copy over the 25 copies.

Attendance: Please refer to the Student Handbook and Improving Attendance priority handout.

Classroom/Shop Rules:

1. Respect
2. Effort
3. Attendance
4. Discipline
5. School Rules

Consequences:

Warning
Point deductions of daily
grade Parental
consultation
Office referral