



CAREER AND TECHNICAL EDUCATION

GRAPHIC & VISUAL COMMUNICATIONS

CTE COURSE SYLLABUS

Connect with WSWHE BOCES





GRAPHIC & VISUAL COMMUNICATIONS

Course Description:	This course is a two-year program based on current and future trends that incorporates practices in the graphic design industry. The program includes the basics of layout and design for all mediums. Students use state-of-the-art computers and digital equipment to create printed materials, videos, digital photography, computer animation and website designs.
Prerequisites:	Open to 11th Grade, 12th Grade, and Adult Ed Students. Interest in computers, graphics and art helpful. Some computer background helpful. Some art or drawing foundation helpful.
1 Year/2 Years:	Designed as a two-year completion program/one-year certificate available
Location:	F. Donald Myers Education Center and Southern Adirondack Education Center (SAEC)
Course Objective:	Students obtain comprehensive instruction in desktop publishing applications, with an emphasis on technical excellence in design elements and theory. Software applications may include but not limited to the following: <ul style="list-style-type: none">› Vector Based Software› Raster Based Software› Pagination Based Software› Multimedia Based Software› Basic introduction to camera techniques in still photography and video› Basic introduction to web design
Course Topic Outline:	This program will prepare students for a career in the field of graphic design and visual communications. After completion of the two-year graphics program, students may enter the job market or continue their education at numerous two or four year colleges.
Student Course Requirements:	Students must possess: <ul style="list-style-type: none">› An open mind to learning› Good to excellent attendance› Weekly class assignments and projects› Cumulative binder, and career and graphic skills portfolio
Assessments/ Technical Assessments:	Technical Endorsement on your high school diploma by passing the SkillsUSA printed/ written exam and National Occupational Competency Testing Institute (NOCTI). Performance assessment in Advertising and Design, Portfolio Development and Completion. Quarterly integrated projects mirroring industry based tasks.
Grading System:	Quizzes 20% Projects 40% In-Class Assignments 20% Tests 15% Homework/Journal 5%
Attendance & Class Participation:	The WSWHE BOCES has an attendance policy that requires students to miss no more than 18 days across the school year. For those times when it is necessary to be absent, a written note from the parent/guardian will be expected the next class day. More specifically, attendance is extremely important. A student's absence from the graphics program is costly. Student will miss valuable class instruction, application and class participation. If frequent absences add up, it may mean not passing or even not graduating.

The future of career success starts here.

Activities/Labs/ Projects/Clinics:

Each project in graphics is a hands-on visual, creative thought and tutorial design process. Each project is designed to demonstrate the student's progress and understanding of the graphic arts and visual communications field.

Student Provided Material List:

CTE program provides student with:

- An updated iMac computer, installed graphics software
- A laser printer for printing materials
- Digital cameras, video cameras
- Student may choose to provide a CD or thumb/external drive for own storage of work.

Industry Certification:

Upon successful completion of the written PrintED/SkillsUSA Advertising and Design assessment, students will receive a Graphic Communications Proficiency certificate.

Articulation Agreements:

Each Career and Technical Education (CTE) program is geared to ready students for the world of work and for the rigors of post-secondary coursework. To that end, each program has worked or is working with area colleges to obtain articulation agreements that allow for advance standing or the issuance of credit to those CTE students meeting all program requirements and articulation agreements standards. A formal articulation agreement is currently in place with:

- › Fulton-Montgomery Community College
- › ITT Technical Institute
- › Mohawk Valley Community College.

Related Careers/ Post Secondary Training:

Various career choices in the graphic arts field, including animators, illustrators, commercial artists, graphic designers, photographers, visual artists, video game design, webmasters, etc. Post-secondary training includes two-year or four-year colleges that offer graphic design, illustration, photography, videography, etc.

For more career/employment info go to: http://www.bls.gov/oes/oes_stru.htm
<http://www.careerzone.ny.gov>

ELA/Math Credit Integrated Academic Overview:

Each CTE program offered at the WSWHE BOCES has five (5) major curriculum elements that (acquire over a one year or two year period. Two (2) of the five (5) curriculum elements include English Language Arts and Mathematics. These program elements are taught using a co-teaching model, which teams the CTE subject experts and certified English and Math instructors. Topics in English and Math are tied to specific business and industry course content, which illustrates to students how academic material and business knowledge and skill relate to one another. English and Math elements are taught at the commencement level and meet NYS Standards for students to obtain one (1) credit for each over a two-year period. Program specifics are as follows:

Commencement Level Math. 54 hours/yr
English Language Arts. 54 hours/yr
1 credit = 108 hours

Career & Financial Management Credit

Each CTE program offered at the WSWHE BOCES offers a Career & Financial Management credit to all students who successfully complete a CTE program. This curriculum element

Overview:

is comprised of two major parts; (A) Introduction to Occupations and (B) Nature of Industry. Part A is delivered through integrated class assignments, while Part B is automatically delivered due to the nature of CTE.

National Technical Honor Society Nomination Requirements:

- › Maintain a cumulative CTE average of 92% or higher based upon 1st & 2nd quarter grades.
- › Maintain a record of excellent attendance in CTE (9 days per year).
- › Plan to pursue a career in their field of training.
- › Maintain an outstanding record of employability skills as judged by the CTE instructor.
- › Nomination by the CTE instructor with no reservations.
- › Instructor nomination must include a yes answer to the following characteristics established by the national office: follows instructions, safety conscious, works well with others, is dependable, trustworthy, responsible, honest, takes pride in work, exhibits a good attitude, exhibits leadership, exhibits good citizenship.

Student Affiliated Organization:

- › SkillsUSA Leadership - photography, TV production, pin design, advertising and design competitions
- › AM – PM officers
- › Student Council for CTE program
- › SADD - Students Against Destructive Decisions
- › NTHS – National Technical Honor Society

WBL Experiences/ Requirements:

Each CTE program has a Work-Based Learning experience. This means that all students prior to the end of the second year are given the opportunity to be exposed to the operation of a business and specific job duties related to careers in their CTE area. This internship is designed to connect the skills and knowledge learned in the CTE classroom with the real world requirements of a business. Students must demonstrate good attendance, attitude, internship records, and work ethics, as well as respect for others and property.

The Washington-Saratoga-Warren-Hamilton-Essex BOCES does not discriminate in its programs and activities, including employment and admission as applicable, on the basis of actual or perceived race, color, creed, sex, sexual orientation, national origin, religion, age, economic status, marital status, veterans' status, political affiliation, domestic victim status, use of a guide dog, hearing dog or service dog, disability, or other classifications protected under federal or state law, and provides equal access to the Boy Scouts and other designated youth groups. The designated district compliance officers will coordinate compliance with the nondiscrimination requirements of Title VI and Title VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the Americans with Disabilities Act of 1990, as amended, the Boy Scouts of America Equal Access Act, and the New York State Human Rights Law. The BOCES Compliance Officers are: Turina Parker and Ronald Black, Washington-Saratoga-Warren-Hamilton-Essex BOCES, 1153 Burgoyne Avenue, Suite 2, Fort Edward, NY 12828. phone: (518) 746-3310, email: tuparker@wswheboces.org or rblack@wswheboces.org. Complaints may also be filed with the Office for Civil Rights, New York Office, U.S. Department of Education, 32 Old Slip, 26th Floor, New York, NY 10005-2500, phone (646) 428-3800, fax (646) 428-3843, email: OCR.NewYork@ed.gov