Program Information & Skill Alignment Chart for:
Commercial & Advertising Art – CIP Code 50.0402
Brownstown Campus
Form to be submitted to IU 13 with PIF

Program Description	Stressing craft, concept & professionalism, the Commercial Art program creates a strong foundation by: • Working directly with advertising & design professionals • Experiencing the same hardware/software as professional illustrators, graphic designers, art directors • Creating high-impact art using traditional drawing tools & professional apps for advertising and marketing materials. This program is an excellent prelude to advanced post-secondary training at art schools, technical colleges and universities.
Program Information (costs, certifications, uniform)	Textbooks: None Uniforms: **$50-$75** (2 Indigo Blue CTC shirts & sweatshirt plus black pants [student provided, not on website] Link to online Store is located on school website) Program Opportunities/Certifications: • OSHA 10hr General Certification • also currently exploring Adobe® Certified Professional for InDesign, Illustrator, & Photoshop for skill-related qualifying students
Program Outline & Pathways	**PA State Program of Study Task Outline** 000100 Orientation 000200 Safety 000300 Drawing & Illustration 000400 Color Theory & Application 000500 Digital Imaging 000600 Design Layout & Production 000700 Typography 000800 Digital Photography 000900 Professional Practices 003500 Career Readiness	**Career Pathways** • Graphic Designer AD/BA/BS • Production Assistant AD/BA/BS • Product Designer AD/BA/BS • Advertising Art Director BA/BS • Creative Director AD/BA/BS • Package Designer AD/BA/BS • Illustrator/Animator BA/BS • Game Designer BA/BS • Fashion/Interior Designer BA/BS • Web/Interactive Designer BA/BS • Marketing Coordinator BS • Brand Manager AD/BS *AD – *Associate Degree* *BA – *Bachelor of Art Degree* *BS – *Bachelor of Science Degree*

Comm Art 08.2025

Other Information	Student/Teacher Ratio: 24:1
	SOAR Articulations
	SOAR is a Pennsylvania Department of Education (PDE) program which enables high school students who successfully complete a PDE approved career and technical program to earn college credits. The number of credits available varies by school, program and from one school year to another. Please discuss these options with your counselor.
	Butler County Community College Community College of Allegheny County Harcum College Lehigh Carbon Community College

Student Name: _____ District: _____

Skill Alignment Chart for:
Commercial & Advertising Art – CIP Code: 50.0402

Educational and Physical Attributes	Program Expectations	Present Education Level and Current Supports
Program Safety / Physical Considerations	• Ability to sit & focus for long periods • Self-disciplined/motivated • Ability to work independently • Visual, spatial & color acuity • Excellent hand/eye coordination • Hand/finger dexterity • Students must be willing to wear & maintain all protective equipment and follow safety procedures	
Action/Need:		
Program Environment *Indoor/Office* *Theory/Lab in same space*	• Indoors, primarily seated deskwork • Program mirrors professional environment – mix of both digital (60%) & traditional (40%) • Individual digital & traditional workstations assigned to student w/ some shared work spaces • Light exposure to solvents (adhesives, paints, markers) • Curriculum is delivered verbally and in written form (both hard copy & Canvas® Learning Management System) • Regular small group meetings, creative discussions • critiques are conducted by both peers and teacher	

Action/Need:		
Typical Level of Support	IU13 support teachers and paraeducators check in on classrooms for brief periods of time throughout the day, often once or twice a day. IU13 learning support teachers may support 4-6 programs. IU13 emotional support teachers support their students in all programs throughout the building. Paraeducators may support 7-10 programs. The learning center is available at designated times for testing accommodations, study groups, work completion support, and instructional groups on IEP goal areas. Time spent in the learning center limits time spent in labs, so students must make the most of their brief time in the learning center. Services are at an itinerant level. IU13 teachers and paraeducators are unable to be in every program all day due to the itinerant nature. It is not a co-taught structure.	
Action/Need:		
Reading / ELA levels *Examples would be reading online/printed step-by-step tutorials, assignment sheets, news articles & other texts*	• Technical Text Level: Grade 8-9 • Instructional Text Level: Grade 10-12 • Ability to understand graphs, charts, diagrams & tables • Able to identify & apply content-specific vocabulary, acronyms & abbreviations as introduced • Consider point-of-view, writing style, content and purpose of a text • Explain main ideas, summarize & draw accurate conclusions from text (i.e., reading a client creative brief) • Ability to compare and contrast concepts & processes • *Accurately* follow multi-step procedures independently (sequencing) • Read & understand diagnostic and schematic data to solve problems	
Action/Need:		

Math Levels **Examples:** The average thumbnail size is 1/4 actual production size. If you are making a poster that is 20 x 30", what is the thumbnail size? Find the percent reduction for the following size changes: A.) 20 x 30" to 10 x 15" B.) 9 1/4 x 5" to 6 1/2 x 3 1/2"	• *Required skills would include measuring with rulers, scales and tapes (basic dimensions), maintaining size specifications & requirements, estimating percent (sliders in Photoshop®, etc.) calculating material & labor costs, etc.* • **Numbers & Operations** (whole, fractions, decimals & percent/ratio) • **Measurements** (Imperial & Metric [to 1/16" and metric equivalent] and understanding unit conversions) • **Geometric** (angles, proportion, basic shapes, scale models, ratios [document and/or file pixel dimensions] drawing concepts)	
Action/Need:		
Theory time *Examples traditional lectures, small group guided exercises*	• 1-2 hours daily • Remaining time is project/exercise oriented (70-85%)	
Action/Need:		
Homework *Amount per night*	• Occasional • Program is designed to complete in-class. Students do have issued-laptop, pro software, tools & materials that can be taken home	
Action/Need:		
Lab Time *Guided vs Independent Work*	• Approximately 15-25 new tasks per marking period for first half of year • Mix of guided (30%) and independent (70%) work	
Action/Need:		

Tests *NOCTI test required* *Frequency of tests/quizzes*	• 1 quiz per week • 1 unit test per week • 1 midterm (Dec.) • Regular concept checks & other formative evaluations • NOCTI pre-test (Fall) • NOCTI exam (Spring)	
Action/Need:		
Behavioral Expectations *Executive Function* *Organizational skills*	• Ability to work independently • Ability to work in small teams • Ability to communicate/present publicly • Excellent problem-solving, critical thinking skills • Good judgement & decision-making • Self-control, professional demeanor • Follows oral & written directions • Manage time, progress and deadlines of multiple projects/assignments over both short and long timeframes (days or weeks) to reflect industry expectations • Attention to detail	
Action/Need:		
Other *Additional skills that are* *valuable for program success*	• Artistic talent & drawing ability • Ability to visualize & think abstractly • Computer skills (keyboarding, mouse, tablets, etc.) • General digital literacy (i.e., web navigation, email/file management, video conferencing, use of cameras/printers) • Excellent oral & written communication capabilities	
Action/Need:		

District Representative Signature_____ Date _____