



2008 - 2009

Master Plan of Instruction Commercial Art Technology

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MISSION: Lake Technical Center's mission is to meet the educational needs of the community by offering a variety of high quality career-technical training opportunities.

charting new directions

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LAKE TECHNICAL CENTER

Commercial Art Technology

INTRODUCTION

This 1500 hour program is designed to prepare students for employment as a Desktop Publishing Assistant, Design Technician, Illustrator or Print Media Artist and to provide supplemental training for persons previously or currently employed in any of these occupations. This program offers a broad foundation of knowledge and skills to train students to excel as designers of print media. The program content includes the use of technology to develop graphic design, communication and organizational skills to produce quality work in an efficient manner using advanced features of industry-specific hardware and software. Students will also research job opportunities, entrepreneurship, compile employment portfolios and create job-seeking documents.

The program focuses on broad transferable skills and stresses understanding and demonstration of the following elements of the graphic design industry: print production, prepress, typography, layout, advertising, time management, planning, labor issues, community issues and health, safety and environmental issues.

PROGRAM MISSION

The mission of the Commercial Art Technology Program is to prepare students for careers in the growing field of technology. This will be accomplished by providing training in a hands-on, real work environment utilizing current technologies used in industry.

We believe that competent workers in the high-performance workplace need:

1. Skills in communications, critical thinking, teamwork, and effective work habits
2. Training in emerging concepts and technologies
3. Relevant work-based learning experiences

TEST OF ADULT BASIC EDUCATION (TABE)

The Florida Legislature requires that students without an associate's degree or higher be tested using the Test of Adult Basic Education (TABE) to determine levels of reading, math, and language skills. This test is given prior to entering the program and helps staff and student in determining the career fields in which each student can be successful.

According to Florida Department of Education rules, students who fail all or parts of the TABE may only retest using a different TABE version after at least 60 documented hours of remediation in the Vocational Preparatory Instruction (VPI) lab or 6 weeks, whichever is sooner. Students may not retake the same test version for six months. We therefore strongly recommend that students test early, especially for licensure programs, in order to allow time for remediation and retesting should the need arise.

Students who do not meet the State mandated minimum TABE exit scores for their program are considered to be enrolled under "Ability to Benefit" status (see catalog) and must begin attending remediation classes in the VPI lab, regularly attend VPI classes outside of their program hours and make acceptable progress as determined by the VPI instructor. Students who do not meet TABE scores may not receive a certificate of completion as per Florida Department of Education rules.

ADMISSION REQUIREMENTS

Prerequisites

The prerequisites for the Commercial Art Technology program are a basic understanding of computers and their operating systems with the ability to create and save folders and documents in specified locations; basic typing skills ((familiarity with touch typing/home row keys) and the desire to be creative.

Admissions

Applicants must be at least 16 years of age and should be academically, physically, and emotionally capable of meeting the demands of the chosen program. Applicants make initial application through the Admissions Office. A minimum skills evaluation is part of the admission process.

Commercial Art Technology has the following minimum admission requirements:

1. Complete a Center admissions application
2. Be age 16 or older
3. Have a high school diploma, GED (strongly encouraged) or be currently enrolled as a high school junior or senior.
4. Take the TABE (students are encouraged to reach the required minimum scores prior to enrollment)
5. Confer with the program instructor prior to actual enrollment.

No additional testing is required to enroll in a program. Students may benefit from completing appropriate assessments in the Vocational Assessment Laboratory prior to program enrollment.

ESSENTIAL TRAINING TASKS

Physical Requirements

1. Ability to demonstrate a high degree of manual dexterity
2. Ability to see
3. Ability to work in an atmosphere of moderate machine noise
4. Ability to communicate with others in verbal and/or written form

Mental and Emotional Requirements

1. Ability to work with others
2. Ability to work independently
3. Ability to make quick decisions under pressure
4. Ability to cope with anger, fear, and hostility of others in a calm manner
5. Ability to cope with moderate to high levels of stress
6. Ability to cope with confrontation and frustration
7. Ability to interpret a variety of instructions furnished in written, oral and/or diagrammatic form
8. Ability to assist with problem resolution
9. Ability to demonstrate a high degree of patience
10. Ability to work in areas that are close and crowded
11. Ability to plan, organize and manage time and daily activities
12. Ability to apply common sense understanding to carry out instructions furnished in both oral and written form
13. Ability to tolerate moderate noise level
14. Ability to perform repetitive tasks
15. Ability to measure accurately
16. Ability to work without close, direct supervision
17. Ability to work on multiple tasks and priorities
18. Ability to perform and complete tasks of relative complexity
19. Ability to read and understand computers, related computer equipment, and software manuals
20. Ability to perform basic mathematical operations

TUITION

Tuition is charged for adult students at a reasonable rate that may vary slightly from year to year and is due prior to the first day of each semester. Current fee information is available from the Admissions Office. Tuition is waived for eligible high school dual-enrolled students.

CLASS SCHEDULE

Full-time students attend class from 8:15 AM to 2:15 PM Monday through Friday with a 30 minute lunch period. This schedule provides 5-1/2 hours of instruction each day for a total of 27-1/2 hours per five-day week, excluding holidays and school breaks as outlined in the current school calendar.

ATTENDANCE POLICY

In Florida, public technical centers are on a clock-hour rather than a credit hour system and are thus required by federal financial aid guidelines to have and adhere to an attendance policy. In addition, students should understand that in-state tuition only pays for approximately 25% of the cost of education, with the state taxpayers contributing the other 75%. The burden is on the school to ensure that these funds are spent in the most effective fashion, e.g., that students make good use of the available resources.

Absences

To develop appropriate work ethics, Lake Tech students are expected to attend all class sessions. As is expected in the workplace, when it is necessary to be absent due to illness or emergency situations, all students are to notify the instructor on or before the date of absence.

Lake Technical Center's *Student Responsibilities*, available in the current school catalog, states that, "The expectation of the Lake County School Board is that all students will be in attendance each day of the school year." The student attendance code for each postsecondary program is consistent with industry standards as recommended by the program advisory committee and approved by the administration of Lake Tech.

Campus attendance is kept via a computerized system. It is the responsibility of the student to **log in and out** in order to receive credit for class time. This allows the school to keep accurate attendance records for the actual number of hours and minutes attended.

Students with excessive absences will be subject to penalties such as loss of financial aid, lower grades, withdrawal from the program, and prohibition from re-enrollment in the next grading period.

If a student has missed 20% of scheduled classes by the middle of a first grading period, or at any cumulative time thereafter, the student will sign an acknowledgement that he/she has been notified by the instructor that continued absences may pose a threat to grades and program enrollment. School Intervention Team meetings will be held, as necessary, in attempts to alleviate issues resulting in excessive absences and to counsel the student of possible alternatives and consequences.

Students who are absent, excused or unexcused, for six (6) consecutive class sessions will be withdrawn from membership in their program. A withdrawn student must wait until the next enrollment period to re-register. A Student Intervention Team will review all applications for reenrollment.

Only regularly scheduled class hours will be reported for attendance. Make-up time will not be accepted.

Tardiness

Students are expected to be in their seats promptly in the morning, after break, and after lunch. Students must notify the instructor before the start of class of any expected tardiness and an expected arrival time.

Leaving Campus During School Hours

Adult students should notify their instructor when leaving campus early. This is for the safety of students and to allow the instructor to best utilize instructional resources.

Dual-enrolled students may not leave campus without permission from a parent or guardian. These students must also notify their instructor and check out in the Admissions Office prior to leaving campus.

GRADING PROCEDURES

The grading policy for this program is as follows:

90-100	Excellent
80- 89	Passing
< 80	Failing

Lake Technical Center is a postsecondary institution designed to provide trained individuals to industry. The grading scale for this program reflects industry standards, as recommended by the advisory committee and approved by the administration of Lake Technical Center. Dual-enrolled students will follow the grading policy of the Lake County School Board for the purposes of graduation credit; however, all students must meet the program minimum grade requirements in order to receive a certificate.

Program grades are based on three criteria: skill application, knowledge and work habits. Each counts as one-third of the nine weeks grade. Students must receive at least one grade for each week of enrollment. Students will receive a mid-term assessment of grades during each nine-week period. If the student's grade is below an 80% average, the student will be counseled at to what steps need to be taken to bring the grade to a satisfactory level.

If a student does not show satisfactory academic progress, the student will be referred to counseling and, if necessary, to the Assistant Director of Curriculum to review the appropriateness of program placement.

When a student has demonstrated unsuccessful progress in attendance and work habits, the student may be placed on academic probation or recommended for dismissal from the program. When an adult student is dismissed due to violation of academic probation, the student will not be eligible to return to the Center for one full academic semester (excluding summer term). High school students who fail to meet the terms of an academic probation will be returned to the home high school. Upon requesting return to the Center, a SIT meeting will be convened to determine the appropriate action.

REQUIREMENTS FOR A CERTIFICATE

All competencies specified in the State of Florida Curriculum Framework for the program must be successfully completed. Successful certificate completion is at least a n80 percent average in the areas of skills, knowledge, and work habits per grading period.

Proficiency in the competency standards listed in the Master Plan of Instruction must be demonstrated.

The recommendation of the instructor for certification includes consideration of personal appearance, willingness to learn and to work, punctuality, cooperative attitude, appropriates work habits and successful skill mastery.

WORK HABITS

Effective work habits are the cornerstone to successful employment. Students are expected to demonstrate productive work habits during all phases of enrollment. Instructors will work with students who need assistance in this area to improve the overall possibility for successful employment.

STUDENT DRESS

As stated in the Student Responsibilities approved by the Lake Technical Center Charter School Board and available in the current school catalog, students who attend Lake Technical Center shall dress in a manner appropriate for the job in which they are receiving training, including any special protective gear and professional uniforms. The postsecondary program student dress code is consistent with industry standards as recommended by the program advisory committee and approved by the administration of Lake Technical Center.

Students in the Commercial Art Technology & Graphic Design program are expected to wear clothing appropriate to the job for which they are being trained, which is usually described as “business casual”.

Normal classroom attire will be clean, neat, modest, in good repair and appropriately sized. “Appropriately sized” is defined to mean clothing that is neither constricting nor more than one size larger than the normal waist size. Attire will also comply with any requirements of Lake Technical Center and be neither distracting nor offensive. Blue jeans are permitted provided they meet the requirements specified above. Shirts should be professional in appearance; tee-shirts are not permitted. Piercings are limited to conservative earrings only. Students who are inappropriately dressed may be excused from class and counted as absent at the instructor’s discretion. The normal attendance policy will apply to these absences.

One day a week, students will be required to dress in “business dress” attire. This is defined as clothing appropriate for a job interview in the Graphic Design industry. Jeans (of any color), sneakers and pull-over shirts are not acceptable on these days

Attire which is not appropriate for this program includes:

- Tank tops, less than sleeveless attire, midriff or undergarment revealing tops
- Flip-flops
- Jeans with chains or other hanging accessories
- Tee shirts of any kind
- Excessively short or revealing clothing
- Visible piercings other than the ear lobes
- Clothing with ethically or morally unacceptable printing (including: alcohol or tobacco related, sexual innuendo, etc.)
- Hats of any type

Attire that works for comfort and “business casual” look:

- Collared shirts
- Clean shoes (slip-ons, low heels, loafers, brown/black leather)
- Blouses
- Matching conservative (never tacky) accessories (black shoes=black belt)
- Slacks or skirts/shorts longer than 3” above the knee
- Hair clean and neatly styled – out of face

NOTE - Remember that you are preparing for employment in a position in which public relations may be a factor in your success. Individual desires cannot always take precedence. If your attire is in question for the day, wear the “conservative” option. Appearance is at the instructor’s discretion and counts as a portion of your work habits grade, which is 1/3 of your overall grade.

Make your creative statement through your artwork, not through your attire.

FINANCIAL AID

Policies and guidelines for the administration of all financial aid are established according to federal and state law by a financial aid committee and published in the Financial Aid Policies and Procedures Manual. Applicants complete an information form, Free Application for Federal Student Aid, and furnish documentation needed to verify eligibility.

The Financial Aid Office will assist students, where possible, with access to financial support offered by federal agencies (U.S. Department of Education – Pell Grants, Department of Veterans’ Affairs), other state and local agencies and local organizations (scholarships).

Financial Aid personnel are available daily to assist students with financial aid needs and requests. The Financial Aid Coordinator is also the liaison for all local agencies.

GENERAL SCHOOL INFORMATION

Campus Safety

Basic safety standards, which will include fire drills, weather drills, lockdowns, equipment usage, and traffic regulations, will be covered in the program orientation and within the program as applicable. These basic safety standards will be reinforced throughout the program enrollment. Students should immediately report any safety concerns to an instructor or administrator. Please refer to the school catalog for more campus safety information.

Competency-based Instruction

Any student who enters a LTC program with previous experience or educational background that would enable the student to successfully complete a test of competence in any area may, with the permission of the instructor, complete a test to measure that competence.

Food and Drink

Food and drinks other than water are not allowed in the classroom and laboratory areas. Water is permitted in these areas provided it is in a closed, covered container that will not spill if the container is tipped. This is to protect the equipment and furnishings in the classroom and laboratory areas.

Lunch

Food services are provided on the main campus by the Culinary Institute and are available during breaks and lunch.

Adult students may leave the LTC campus during the scheduled 30-minute lunch break as long as they return to the program on time. High school students may not leave the LTC campus during the lunch break.

Parking Regulations

Students may park only in the south parking lot in spaces not designated as staff or customer service parking. For safety, loitering in or around vehicles once the vehicle is parked is not allowed and a 10 mph speed limit is enforced. In consideration of the neighbors and classes in session, loud music in vehicles on campus is prohibited.

Smoking

Smoking is only allowed in the designated smoking area.

PLAN OF INSTRUCTIONAL PRACTICES

Teaching Methods

Lecture, demonstration, discussion, group interaction, verbal and written quizzes, applied skill projects, individualized instruction, lab time and guidance are among the teaching methods utilized.

Teaching and Instructional Aids

Handouts, projects, journals, reports, simulations, hands-on computer experience, collaborative learning, video-taped instructions, Internet/cd-rom based tutorials, transparencies, guest speakers, board examples, field trips, program job shadowing, cooperative on-the-job training, and other methods are used for instruction as appropriate.

We provide a caring atmosphere that promotes a high degree of student-faculty interaction and fosters development of business and industry partnerships.

Cooperative Education

Cooperative training is available for students and coordinated by the program instructor. Cooperative training is for students who have shown competence in program training, which indicates readiness for placement in an on-the-job program. Students must complete at least 50% of the program competencies to be eligible for co-op. High school students participating in the cooperative job placement program must be in at least the eleventh grade.

Students who do not function satisfactorily on the job may be returned to the program for additional training, or when the cooperative agreement is terminated at the request of the student, the parent, the employer, or the program instructor.

Veterans will be accepted into the program in accordance with the Department of Veterans Affairs approved program.

Additional information regarding co-op opportunities may be obtained from the program instructor.

Job Shadowing

Job shadowing, or volunteer experiences are available to Commercial Art students in order to observe business art departments and print shops in operation and/or to receiving hands-on experience. Length and type of situation will vary depending on the business and/or project selected. Appropriateness of each experience will be determined by the program instructor. Additional information regarding job shadowing experiences may be obtained from the instructor.

INTENDED OCCUPATIONAL TITLES

Desktop Publishing Assistant

Works with a Desktop Publisher to design graphics and assists in layout decisions.

Design Technician

Designs graphics and makes layout decisions appropriate for the intended publication or audience.

Illustrator

Makes decisions and creates visual communication pieces appropriate for the project.

Print / Media Artist

Oversees, directs and creates support staff in creating effective visual communication publications.

OBJECTIVES

See the attached Florida Department of Education curriculum framework for objectives and competencies.