



2011 - 2012

Master Plan of Instruction  
Digital Design 1 & 2  
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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.

No person shall, on the basis of race, color, creed, religion, sex, age, handicap, marital status, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any educational program or activity under the direction of Lake Technical Charter Board. Lake Technical Center is an Equal Opportunity Institution.

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# LAKE TECHNICAL CENTER

## Digital Design 1 & 2

### PROGRAM MISSION

The mission of the Digital Design 1 and 2 programs is to prepare students for careers in the growing fields of traditional commercial print, electronic print, web publishing, and interactive communication within the many industries in today's marketplace. 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

### INTRODUCTION

Digital Design 1 prepares students for employment as an Information Technology Assistant and Production Assistant. Digital Design 2 prepares students for employment as a Graphic Designer, Media Designer and Digital Assistant Designer. Both programs are 600 hours each, for a total of 1200 hours (approximately one school year). Additionally, these programs provide supplemental training for persons previously or currently employed in any of these occupations. The Digital Design programs apply current 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. A solid foundation of knowledge and skills to prepare students to excel as designers of marketing materials presented through print, web and digital publishing media is represented. Additionally, students will research job opportunities, entrepreneurship, compile employment portfolios and create job-seeking documents.

The Digital Design program focuses on broad transferable skills and stresses understanding and demonstration of the following crucial elements of professional graphic design components: advertising, principles of design, computer information systems, communication, typesetting, layout, digital imaging, decision-making, presentation, pre-press operations, professional ethics and legal responsibilities, safety, global awareness and environmental issues.

### TEST OF ADULT BASIC EDUCATION (TABE)

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 60 documented hours of remediation in the Applied Academics for Adult Education (AAAE) lab or three months if not attending AAAE. 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 minimum TABE scores set by the Florida Department of Education for their program must begin attending remediation classes in the AAAE lab prior to or at the time of enrollment in a Career and Technical Education class for at least one block a day and make acceptable progress as determined by the AAAE instructor. Students should meet state mandated TABE requirements by the time they have completed 50% of their program. Students who do not meet state mandated TABE scores may not receive a certificate of completion as per Florida Department of Education rules.

Applicants transferring TABE or CPT scores from other testing centers must do so by having an official score report sent directly to the Admissions Office prior to enrollment. Scores brought in by hand will not be accepted. TABE scores are good for two years and must be valid at the time of enrollment. TABE scores that expire during continuous enrollment remain valid until the end of such enrollment. Under continuous enrollment, students must be enrolled at least 50% of one semester per school year and may miss no more than one consecutive semester. Continuous enrollment applies to attendance in a single program.

The required TABE exit scores for this program are: Reading 9; Math 9; and Language 9.

## **ADMISSION REQUIREMENTS**

### **Prerequisites**

Students planning to start Digital Design 1 and 2 should possess basic computer skills including navigating the operating system and the ability to create and save folders and documents to specified locations. Basic typing skills are imperative, including the ability to touch type (without looking at home keys), a minimum of 30 correct words per minute. A desire to design and prepare marketing materials that meet client needs, budgets and expectations is a must.

### **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.

Digital Design 1 and 2 have the following minimum admission requirements:

1. Complete a Center admissions application
2. Be age 16 or older
3. Take the TABE (students are encouraged to reach the required minimum scores prior to enrollment)
4. 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 Applied Academic Adult Education 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 and 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
21. Ability to proof work for details and accuracy

## 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. Failure to pay all fees due at the time class begins will result in the student not being able to attend class and/or clinicals.

## CLASS SCHEDULE

Full-time students attend class from 8:00 AM to 2:30 PM Monday through Friday with a 30 minute lunch period. This schedule provides 6 hours of instruction each day for a total of 30 hours per five-day week, excluding holidays and school breaks as outlined in the current school calendar.

## ATTENDANCE POLICY

In an effort to develop appropriate work ethics, Lake Tech CTE 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. The student attendance policy for each postsecondary program is consistent with industry standards.

A student who is absent for six (6) consecutive class sessions will be withdrawn from enrollment in his/her program. A student withdrawn for absenteeism must petition a administration to return. Students exhibiting a pattern of consecutive absences less than six days will be subject to dismissal as determined by a School Intervention Team.

Students in non-licensure programs must have achieved a minimum of 80% attendance at the end of each quarter. Students not having met this requirement will sign an acknowledgement that they have been notified that continued absences will pose a threat to grades and program enrollment. School Intervention Team meetings will be held as necessary to attempt to alleviate issues resulting in excessive absences and to counsel the student of possible alternatives and consequences. Students who miss more than 20% of their program will not be allowed to re-enroll the next semester and must wait until the following enrollment period to re-register. Only regularly scheduled class hours will be reported for attendance.

Licensure program attendance policies are more rigid due to licensure requirements. See the individual program Master Plan of Instruction for specifics.

### **Absences**

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.

### **Tardiness**

Students are expected to be in their seats promptly in the morning, after break, and after lunch. Students must notify instructor before class start time of any expected tardy or absence, and expected return time.

### **Leaving Campus During School Hours**

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

## **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 in any of the three categories, the student will be counseled as to what steps need to be taken to bring the grade to a satisfactory level.

If a student does not show satisfactory academic progress in either the skills, knowledge or work habits categories, 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, knowledge, skills, or 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. 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 as listed in the Master Plan of Instruction for the program must be successfully completed and demonstrated. Successful certificate completion requires at least an 80 percent average in each area of skills, knowledge, and work habits for each course in Commercial Art I and II.

### **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**

Students who attend Lake Tech shall dress in a manner appropriate for the job in which they are receiving training, including any special protective gear and professional uniforms. All clothing must be neither distracting nor offensive and be clean, neat, modest, in good repair and appropriately sized. Please refer to the Master Plans of Instruction for individual program dress code policies.

The director or designee has the final authority for determining whether or not a student's apparel conforms to the dress code. When it is determined that it does not, students will be required to change into clothing which will conform to this code or leave campus. Students may return to campus when they have changed into appropriate clothing.

Students in the Digital Design 1 and 2 programs are expected to wear clothing appropriate to the job for which they are being trained, which is usually described as "business casual".

One designated day each week, students will be required to dress in “business dress” attire appropriate for a job interview for a professional position 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 any type of clothing that reveals undergarments
- Shoes must be appropriate to safety/industry standards as determined by program instructor
- 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. If one’s attire is in question for the day, wear the most “conservative” businesslike 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 12<sup>th</sup> 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**

Two job shadowing, or volunteer experiences are required of Commercial Art I & II students in order to observe business art departments and print shops in operation and/or to receive 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**

**Digital Design I:**

**Information Technology Assistant  
Production Assistant  
Digital Assistant Designer**

**Digital Design II:**

**Graphic Designer  
Media Designer**