



**BETHLEHEM AREA VOCATIONAL-TECHNICAL  
SCHOOL**  
**3300 CHESTER AVENUE BETHLEHEM PA 18020**

**COMMERCIAL ART**  
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## **COMMERCIAL ART**

### **Course Description:**

#### **Commercial Art @ BAVTS: Creative Careers Start Here!**

The number of creative solutions for today's workplace is endless and it's at Bethlehem AVTS, in our Commercial Art program, where you will begin to discover how to create those solutions! The Bethlehem AVTS Commercial Art program is a community of tomorrow's designers who are learning creative solutions today through digital and traditional mediums. Here, you will be encouraged to use your creative strengths and expand your creative palette to find your unique voice in our ever-changing workplace! A certificate from the Commercial Art program is more than just a piece of paper: it's your jump start on the path to a creative career!

#### **Two Creative Paths. One Journey to a Creative Career:**

Entry level students begin with the foundations of creativity: color, design, Typography and computer design. Advanced students can focus on one of two areas of study: Fine Art or Digital Art. Students in the Fine Art track will explore creative solutions using traditional media while still using digital technology to market their work. Students in the Digital Art track will use the Adobe Creative Suite to generate creative solutions while using traditional mediums to bring their creative focus full circle.

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| <p><b>Fine Art:</b><br/> <b>Year One:</b><br/> Foundations of Design<br/> Computer Graphics<br/> Career Exploration</p> <p><b>Years Two &amp; Three:</b><br/> Graphite and Colored Pencils<br/> Pen &amp; Ink<br/> Pastels<br/> Painting<br/> Digital Photography<br/> Career Portfolio</p> <p>*Note: Fine Art students must maintain a weekly sketchbook and successfully complete basic Digital Art competencies.</p> | <p><b>Digital Art:</b><br/> <b>Year One:</b><br/> Foundations of Design<br/> Computer Graphics<br/> Career Exploration</p> <p><b>Years Two &amp; Three:</b><br/> Desktop Publishing<br/> Digital Illustration<br/> Digital Imaging<br/> Package Design<br/> Digital Photography<br/> Career Portfolio</p> <p>*Note: Digital Art students must maintain a weekly sketchbook and successfully complete basic Fine Art competencies.</p> |
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**What the future holds for you:**

All students are encouraged to explore internship opportunities, complete freelance work and projects for the community. Students who successfully complete the program have the opportunity to earn three credits in the Communication Design Program at Northampton Community College, upon a portfolio review.

The Commercial Art Program at Bethlehem AVTS serves as a great springboard for students to continue their education at colleges such as Northampton Community College, Kutztown University, East Stroudsburg University, The Art Institute of Philadelphia, and all colleges that have Communication Design and Fine Arts fields of study. According to the United States Department of Labor’s Bureau of Labor Statistics (bls.gov), many creative careers are projected to see at least a five percent growth in employment in the next ten years.

**Average pay:** According to bls.gov, the average salary for Graphic Designers is \$50,370 dollars

**College Degrees:** Associate’s in Applied Science in Communication Design, BFA Communication Design, MFA Communication Design

**In demand careers:** Art Director, Desktop Publisher, Illustrator, Photographer, Mobile/Responsive Designer, Brand/Product Manager, Marketing Analytics Manager, User Experience (UX) Designer, Advertising Account Director, Media Director, Creative Director

## **Reference Material:**

Adobe Classroom in a book series (Illustrator, Photoshop, InDesign)

Adobe Digital Classroom series (Illustrator, Photoshop, InDesign)

Against the Clock (Illustrator, Photoshop, InDesign)

The Art of Digital Branding

The Principles of Design

NOCTI reference books (as recommended by NOCTI)

Digital Photography Essentials

The Principles of Successful Freelancing

Creative Workshop

Scholastic Art Magazine

## **Classroom Tools:**

Apple I-Mac computers

Adobe Create Suite (Photoshop, Illustrator, Dreamweaver, InDesign)

Microsoft Office for Mac (Word, Excel)

Remote desktop

Color Printer, Scanner, Digital Camera

Spray booth (for fixative and spray adhesive), cutting board, x-acto knife

Drawing paper, sketchbooks, Bristol board, watercolor paper, acrylic paper,

Charcoal / pastel paper, illustration board, foam board, layout paper

Drawing pencils, colored pencils, pen and ink, charcoal / pastels, watercolor paints, acrylic paint, markers

# Course Syllabus Level 1

## First Semester (First Marking Period)

### **Career Exploration:**

#### **Projects:**

Drawing with Illustrator

Logo

Basic Photoshop / Photo Editing

Basic drawing tools: pencils, colored pencils, watercolors, pastels

Weekly sketchbook

Class and career overview worksheet

#### **Duty and Tasks Covered:**

##### **10 Orientation:**

Identify career paths and occupational requirements within the profession

**Career Exploration Outcomes:** Students can make an informed decision about choosing the Commercial Art class by successfully completing introductory level projects and class and a career overview assignment.

## First & Second Semesters (Second & Third Marking Periods)

### **Foundations of Design:**

#### **Color Projects:**

Color Wheel

Value scale

Utilizing different color schemes in a design

Design a logo with different color schemes

Create an Andy Warhol style illustration utilizing different color schemes

#### **Duties and Tasks Covered:**

##### **000400 Color Theory and Application:**

Apply the basic structure of color to generate color solutions

Apply appropriate color schemes to generate design solutions

Identify color models including additive and subtractive color

Explain CMYK (Process Color)

Explain Pantone Color and Spot Color

### **000300 Drawing & Illustration:**

Apply anatomy concepts in drawing  
Illustrate using value

### **000600 Design, Layout & Production:**

Design a logo  
Apply elements & principles of design  
Design promotional materials

### **Typography & Design Projects:**

Create a logo for a board game  
Design a personal business card  
Design a personal letterhead  
Create a Google Doodle  
Create a custom alphabet  
Design custom type for a client  
Layout a magazine article and cover

### **Duties and Tasks Covered:**

#### **000700 Typography:**

Identify the anatomy and classifications of type  
Identify typographic styles  
Manipulate type through character and paragraph formatting  
Choose and apply appropriate typeface

## **Second Semester (Fourth Marking Period)**

### **Computer Graphics**

#### **Illustrator Projects:**

**Complete the chapter work in “Adobe Illustrator Classroom in a Book, and then complete the following supplementary assignments:**

**Chapter 1:** Create a hay ride poster for an apple orchard. Use the same text and logo, but add the orchard name, address, phone # and website. Live trace a wagon, apples and a hay bale to include in your poster.

**Chapter 2:** Create the front view of a car, an orange tree with oranges, and a different style fence.

**Chapter 3:** Create the front view of a house, sky, grass, drive way or walk way, and a for sale sign with your logo as the “realtor.”

**Chapter 4:** Create a poster to “recycle” bikes in your neighborhood.

**Chapter 5:** Create a guitar with strings

**Chapter 6:** Create a pizza logo for a pizza place in your name (ex: Steve’s Pizza)

**Chapter 7:** Create a poster for flu prevention

**Chapter 8:** Create a new graphic for a “Price is Right” game show to fit on your”tv.”

**Chapter 9:** Create a pizza place for the logo you created in chapter 6, with the logo, sign, doors and windows.

**Chapter 10:** Create a bowl of fruit with four different types of fruit.

**Chapter 11:** Create a children’s book cover, with a train engine, one car, tracks, grass, sky, smoke, three animals, book title and author (you).

**Chapter 12:** Create your own soda brand, complete with the can, name, sparkling soda, a fruit you draw, and size

**Chapter 13:** Create a home page for a baby clothing store, with a logo, title, five links with graphics, baby photo and social media links.

**Chapter 14:** Create your own music player with play, pause, stop, fast forward, rewind buttons, and a place to show the song name and musician title.

**Chapter 15:** Create a poster for the Allentown Farmer’s Market in the same style as the poster you created for the chapter. Also include a logo, address, phone number, website and social media.

### **Duty and Tasks Covered:**

#### **000500 Digital Imaging:**

Utilize basic functions of a vector-based drawing program

Organize and manage digital files.

Draw basic objects.

Apply fills, strokes and gradients.

Create and edit type.

Draw and reshape an object with bezier curves.

### **Photoshop Projects:**

**Complete the chapter work in “Adobe Photoshop Classroom in a Book, and then complete the following supplementary assignments:**

**Chapter 2:** Make color corrections on older photographs

**Chapter 3:** Work with selections in Photoshop to create a collage

**Chapter 4:** Create a postcard and poster for a vacation destination

**Chapter 5:** Correct and enhance digital photographs from your photo gallery

**Chapter 9:** Create a panoramic image using the digital camera and Photoshop

**Chapter 12:** Create 3D shapes for an advertisement

### **Duty and Tasks Covered:**

#### **000500 Digital Imaging:**

Utilize basic functions of a raster-based drawing program

Execute image scanning procedures.

Identify the properties of vector and raster images.

Utilize use of input, output and storage devices.

Utilize different file formats correctly.

Demonstrate use of layers.

Preparing a file for output.

#### **000090 Professional Practices (Second through fourth marking period):**

Prepare and present a portfolio

Explore current industry trends by researching a career interest

**Level 1 Outcomes:** Students can make an informed decision about the Commercial Art class by researching this as a possible career choice and preparing their work for a portfolio review.

# Course Syllabus Levels 2 & 3 (Advanced Class):

## **Fine Art (Years 2 & 3):**

### **Projects:**

#### **Illustration: (Graphite / Colored Pencils, Pen & Ink, Mixed Media, and Pastels):**

Grid method

Comic Book Character

Self Portrait

Value Scale

Eye illustration

Pixel Project

Animal

WSJ Hedcut

Cartoons

Woodcut

Stipple / Cross Hatching

Type Caricatures

Monet Water Lillies

Storyboards

Sunset

Lichtenstein Project

Landscapes

Children's Book

Google Doodle

1, 2 and 3 point perspective

Value Scale

### **Painting:**

Geometric Portrait

Value Scale

Halloween Painting

Greeting Cards

### **Career Portfolio:**

Small Business Project

pdf portfolio

Linkedin

Resume

Website



**Computer Lab Requirements:**

Competency in  
Illustrator, Photoshop &  
Poster Design  
Digital Photography

**Duty and Tasks Covered:****000300 Drawing & Illustration:**

Draw objects using linear perspective.  
Draw basic geometric and organic forms showing texture and tone.  
Draw line art.  
Apply anatomy concepts in drawing.  
Draw from direct observation.  
Produce illustrations using various media.  
Create value with the use of layering.  
Illustrate using value.

**000500 Digital Imaging:**

Utilize basic functions of a page layout software.  
Utilize intermediate functions of a page layout software.  
Utilize intermediate functions of a vector-based drawing program.  
Utilize intermediate functions of a raster-based image editing software.

**000600 Design, Layout & Production:**

Apply elements and principles of design.  
Produce thumbnails, roughs and comprehensive.  
Design a logo.  
Create a design for a package.  
Utilize basic knowledge of printing processes.  
Design promotional materials.  
Utilize printer's marks and prepare color separations.

**000080 Digital Photography:**

Operate digital camera and accessories.  
Compose a photograph through the lens.  
Stabilize camera.  
Download and manage digital images.

**000090 Professional Practices:**

Prepare and present a portfolio.  
Prepare and present a visual concept presentation.

Estimate time and materials for a project.  
Matte and mount works of art.  
Explore current industry trends

## **Digital Art:**

### **Projects:**

#### **Desktop Publishing:**

Certificates / Data Merge  
Booklet Covers / booklets  
Tri-fold  
Magazine cover  
Magazine Spread  
Poster Design  
Product Displays  
Flyer Design  
Letterheads  
Newsletters  
Brochures

#### **Digital Illustration:**

Board Game  
Pixel Project  
Logo Design  
Top View of Car  
Geometric Portrait  
Caricature  
Perspective  
Comic Book Character  
Car Wrap

#### **Photoshop:**

Video Game Cover  
NOCTI prep  
Digital Photography

#### **Career Portfolio:**

Small Business Project  
pdf portfolio  
Linkedin  
Resume

Website / Social Media / Blog

**Art Room Requirements:**

Grid Project

Geometric Project

WSJ Hedcut Perspective

Weekly Sketchbook

**Duty and Tasks Covered:**

**000300 Drawing & Illustration:**

Draw objects using linear perspective.

Draw basic geometric and organic forms showing texture and tone.

Draw line art.

Apply anatomy concepts in drawing.

Draw from direct observation.

Produce illustrations using various media.

Create value with the use of layering.

Illustrate using value.

**000500 Digital Imaging:**

Utilize basic functions of a page layout software.

Utilize intermediate functions of a page layout software.

Utilize intermediate functions of a vector-based drawing program.

Utilize intermediate functions of a raster-based image editing software.

**000600 Design, Layout & Production:**

Apply elements and principles of design.

Produce thumbnails, roughs and comprehensive.

Design a logo.

Create a design for a package.

Utilize basic knowledge of printing processes.

Design promotional materials.

Utilize printer's marks and prepare color separations.

**000080 Digital Photography:**

Operate digital camera and accessories.

Compose a photograph through the lens.

Stabilize camera.

Download and manage digital images.

**000090 Professional Practices:**

Prepare and present a portfolio.

Prepare and present a visual concept presentation.

Estimate time and materials for a project.

Matte and mount works of art.

Explore current industry trends

**Advanced Class Outcomes:**

Prepare a professional portfolio for university and employment review

Apply to two and / or four-year colleges, and, if applicable, entry level employment

Have students explore multiple design solutions with multiple mediums

Have students, through interests and exploration, find their design specialty (fine or digital art)

Have students participate in real life "live" work with a client

Expose students to any co-op employment

Have students be active participants in SkillsUSA and other school organizations and activities

## Supplemental Learning Activities

Students who participate in this program will also have opportunities to participate in the following program and school-sponsored activities:

**SkillsUSA:** One student participates in the Advertising Design Competition at the SkillsUSA Regional Competition.

**PA Media & Design Competition:** Two groups of students (max: three students each) participate in the regional competition for the PA Media & Design Competition. Categories include: Graphic Design, Animation, and Programming (educational video game design).

**NTHS:** Level II and Level III students who have received an “A” in their career and technical program as well as a “B” average at their sending school are eligible to become a member of the BAVTS Chapter of the National Technical Honor Society.

**Cooperative Education:** Students who have attended six quarters in their career and technical program are eligible to participate in a paid working experience during the PM session of BAVTS. Positions must be available and the students must be recommended by the CTE teacher to be eligible.

**Job Shadowing:** Students are eligible to visit business and industry partners for one or more days to view the day-to-day operations of this career area.

**Internships:** Students who have completed six or more quarters of their CTE program are eligible to work for a business and industry partner with the recommendation of the instructor and the availability of assignment.

**Field Trips:** Students in this program will on occasion attend field trips that expose them to educational experiences within the career field.

**College Credit:** Commercial Art students are eligible for advanced credit through a Statewide Articulation Agreement developed by the Pennsylvania Department of Education. Current agreements are with Northampton Community College and Kutztown University