



LAWRENCE COUNTY CAREER AND TECHNICAL CENTER

750 Phelps Way, New Castle, PA 16101-5099 724-658-3583 Fax 724-658-4753 www.lcctceagles.com

Dear Future Commercial Art and Advertising Design student,

First congratulations on taking the first of many steps toward securing a career in one of the most rewarding fields out there, Commercial Art. Having a strong foundation in design principles and education for LCCTC will open the doors to many opportunities in this industry such as Web Design, Graphic Design, Animation Design, Interior Design, Motion Graphics Design, Industrial Product Design, Fashion Design, UI/UX Design, and Architectural Design just to name a few. Your next 2-3 years in my program will be rigorous and challenging. Simply being "good at art" will not be enough to succeed as this is one of the most competitive complex, and demanding careers available. As a student in the CA Program you will be required to complete over 1080 course hours of rigorous design and art-related training, as well as earn certifications in both the National Occupational Competency Testing Institute (NOCTI) and Adobe Digital Imaging Certification (ACA).

Below please find a brief description of what we will cover in this program as well as the required and recommended supplies for success.

- First-year students will build a foundation of hands-on skills including drawing and illustration, color theory and application, typography, design, layout, and production.
- Upper-level students will then implement these skills as they master electronic media including digital imaging via the Adobe Suite.

The following items are **REQUIRED** for this program, students are expected to have **ALL** items on the first day of class and every day throughout. Failure to come to class prepared will limit your ability to complete assignments and NO extra time will be permitted for students who come unprepared, all dress code violations will be submitted for disciplinary action daily, please read all points very carefully below:

- There is a required shop uniform for this program and it will be enforced daily 1. Tops must be an **LCCTC work shirt** (grey, black or white), 2. Bottoms may be any type permitted by the Student-Parent Handbook, 3. Shoes should be closed-toe with good traction. **ABSOLUTELY NO FLIP FLOPS/SANDLES or CROCS.**

NOTE: LCCTC work shirts are \$5 per t-shirt. Mrs. Mangino or Mrs. Graziani in the front office will assist you with shirt purchases. You may pay via money order, personal check, or exact change. There will be an NSF charge for all returned checks. Please be sure to keep your receipt.

- **Drawing sketchbook** of good quality no small than 7"x5". We will work on this every day students may want to keep a separate sketchbook for work at home so they do not forget to bring back their class sketchbook for the daily assignments and grades. (affordable versions can be found at Walmart or Amazon)
- **WIRED Headphones** with a 3.5mm jack plug, the longer the cord the better as computers are low to the ground. These will be necessary on a weekly basis for digital tutorials and instruction. Bluetooth headphones will also work. **STUDENTS MUST HAVE THESE EVERY DAY OF CLASS.**

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"The Lawrence County Career and Technical Center is an Equal Opportunity Employer

- In addition to the items above students should always bring a writing utensil to class, remember you cannot succeed in my program if you continually arrive unprepared for the day's tasks.

The following items are RECOMMENDED for this program but are not required. Some of these items can be costly but all of them are used by professionals in the industry every day, access to these items can increase student's success and the professional quality of their portfolios however they are useless without the hard work and commitment of the student.

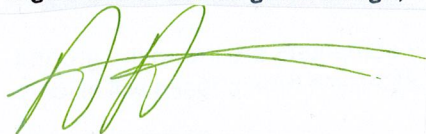
- Drawing tablets, non-wireless, XP-Pen, GAOMON PD, Ugee, Wacom, and Huion are some professional brands. We have a limited supply of Wacom tablets in the shop for students to use however these are not permitted to go home, students wishing to practice digital drafting skills at home will need to purchase their own. (Be sure to ask about student pricing when buying any technology)
- Home computer with internet connection
- Professional Quality, archival, art supplies (paints, pencils, watercolors, markers, etc.) Check websites like DickBlick, Utrecht, or Amazon. I would avoid Michaels Arts and Crafts they tend to have very high prices you can often find cheaper ones online.
- DSLR Camera (such as Nikon or Canon) with at least an 18-55mm lens. Students will have access to several professional cameras in the shop however again these devices cannot leave the school and so students interested in careers in photography should consider investing in one of their own so they may capture images outside of class.

One of the single most important things you will leave my program with is your artist portfolio. This is a professional collection of your best work made in our program and it is the number one factor employers and academic institutions consider when hiring or admitting. Because of this, it is absolutely imperative that from day one you produce the highest quality of work so that as a senior you have a professional body of work to create your portfolio from, this will be your senior project for the shop and a requirement for graduation.

By definition learning is "a change in behavior through experience" It is my job to provide you with the experience it is YOUR job to change your behavior. You are not a piece of meat at the grocery store so DON'T DISCOUNT YOURSELF! Anyone can draw, and anyone can learn good design but it takes effort and dedication on your part to learn these skills from me. I can promise you that if you do the work I assign and listen to the content presented you will leave here as an artist worthy of success. I am looking forward to meeting you and helping you achieve your future goals, but most importantly helping you grow both creatively and professionally.

Please if ever you need me my contact is by phone at 724.658.3583 or email aderosa@lcvt.tec.pa.us.

Together we will do great things,



Anthony DeRosa
Commercial Arts Instructor