ABC Adult School
Graphic Media Design Instructional Plan
2025 - 2026

Revised: 8/7/2025

MISSION STATEMENT:

The Mission of ABC Adult School is to provide quality education to our diverse community with meaningful opportunities for success in career, academic, and personal goals.

1. PROGRAM/COURSE IDENTIFICATION

- **Program Title:** Graphic Media Design
- **Program Length/Duration:** 900 hours (Example, can be adjusted based on program scope)
- **Target Audience:** Individuals seeking foundational knowledge and practical skills for entry-level positions in graphic design, digital media, and related creative industries.
- **Prerequisites:** High school diploma/High School Equivalency certificate
- **Funding Model:** This is a fee-based course, with any other expenses funded through the general Adult School budget.
- **Class Content Breakdown:**
  - Keyboarding & Computer Essentials: 84 Hours
  - Social Media for Business: 84 Hours
  - Adobe Photoshop Fundamentals: 84 Hours
  - Adobe Photoshop Advanced: 84 Hours
  - Adobe Illustrator (Business Branding): 84 Hours
  - Adobe Illustrator (Vector Graphics): 84 Hours
  - Digital Photography: 84 Hours
  - Adobe InDesign I: 84 Hours
  - Adobe InDesign II: 84 Hours
  - Job Prep 20+ Hours

2. PROGRAM GOALS AND LEARNING OBJECTIVES

Overall Program Objective: The Graphic Media Design program is designed to equip students with the foundational knowledge and practical skills required to create compelling visual content for various media. Key objectives include understanding design principles, mastering industry-standard software, developing creative problem-solving abilities, building a professional portfolio, and preparing students for entry-level roles in graphic design, digital marketing, and web design through structured learning and practical projects.

Terminal Performance Objectives (TPOs): Upon successful completion of this program, students will be able to:
  ### A. Communications:
  - Interpret verbal and nonverbal communication effectively and respond appropriately in a professional design environment (e.g., client meetings, team collaborations).
  - Follow verbal and nonverbal instructions accurately and communicate design concepts effectively with instructors, peers, and potential clients.

- ○ Read, understand, and accurately follow design briefs, technical specifications, and project procedures.
  - **B. Career Planning and Management:**
    - ■ Identify personal interests, aptitudes, and necessary skills for informed career decision-making within various graphic media design pathways.
    - ■ Utilize information and communication technology to research and explore training, freelance, and job opportunities in the graphic design and digital media fields.
    - ■ Create professional correspondence (e.g., client emails), develop project proposals, and deliver effective design presentations.
  - **C. Problem Solving and Critical Thinking:**
    - ● Identify and ask significant questions to clarify design challenges and effectively solve visual communication problems.
    - ● Apply design thinking principles to analyze how various design elements and software tools interact to produce effective visual outcomes in a complex creative environment.
  - **D. Health and Safety:**
    - ● Interpret and comply with policies, procedures, and regulations governing the creative workplace environment, including understanding both the employer's and employee's responsibilities.
    - ● Demonstrate how to prevent and respond to work-related accidents or injuries, including the application of ergonomic principles for prolonged computer use in design.
  - **E. Technology Orientation & Foundational Skills:**
    - ● **Welcome & Course Introduction:** Understand course objectives, weekly routine, classroom rules (including tech use etiquette), and types of projects/tools to be used.
    - ● **Technology Orientation:** Successfully navigate login processes, identify computer components (monitor, CPU, keyboard, mouse), and properly turn systems on/off.
    - ● **Platform Access:** Access the class website or LMS (e.g., Google Classroom, Canvas), email accounts, and key applications/software (e.g., Adobe Creative Suite, Google Workspace).
    - ● **Hands-On Task: "Getting to Know the Computer":** Perform basic digital tasks such as creating folders, opening word processors, typing, and saving files.
    - ● **Basic Digital Citizenship Intro:** Apply principles of safe and responsible technology use, including password safety, appropriate online behavior, and adherence to school computer use policies.

3. INSTRUCTIONAL STRATEGIES AND DELIVERY METHODS

Instructional Approach: A blend of theoretical lectures, extensive hands-on software lab exercises, interactive demonstrations, project-based learning, and critique sessions.

Teaching Methods:
- ● **Direct Instruction:** For foundational concepts in design theory, software functionalities, and industry best practices.
- ● **Demonstrations:** Live demonstrations of design techniques and software workflows by instructors.

- **Guided Practice:** Supervised lab sessions for hands-on design creation, software application, and project development.
- **Project-Based Learning:** Students will work on a series of design projects (e.g., logo design, poster creation, website mockups) that simulate real-world client assignments.
- **Critique Sessions:** Structured peer and instructor critique sessions to develop critical analysis skills and refine design work.
- **Role-Playing:** Simulations of client consultations and design presentations.
- **Technology Integration:** Extensive use of industry-standard design software (Adobe Creative Suite), digital asset management, and online collaboration tools.
- **Differentiation and Support:** Instructors will provide individualized feedback during lab sessions and critiques, offer varied learning materials, and adapt instruction to meet diverse learning needs, including those of English Language Learners and students with disabilities.
- **Initial Technology Orientation:** A comprehensive initial orientation will guide students through login processes, classroom technology components, platform access (LMS, email, key applications), reinforced with hands-on tasks.
- **Materials/Tools Checklist for Orientation:** Student login credentials, working computers/devices, projector/screen for demonstration, and internet access.

4. INDUSTRY ALIGNMENT AND PROGRAM EVALUATION

Occupational Advisory Committee (OAC) Review: The program outline undergoes an annual evaluation by the Occupational Advisory Committee. This committee, comprising experienced graphic designers, art directors, marketing professionals, web developers, and program alumni, meets annually to:

- Review program objectives and curriculum content to ensure alignment with current industry trends, software advancements, and employer needs in graphic media design.
- Provide recommendations on instructional materials, software licenses, equipment (e.g., drawing tablets, high-resolution monitors), and emerging design technologies.
- Assess the appropriateness of instructional methods and student evaluation criteria, particularly for creative and technical design skills.
- Ensure the program effectively prepares students with the essential technical skills, creative problem-solving abilities, and professional attitudes required for success in the graphic media design field.

Student Outcome Data Review: Annual review of student achievement data, including completion rates, employment rates in relevant design fields, and feedback from employers. This data is critical for identifying areas for program improvement and ensuring continuous quality enhancement in alignment with COE standards.