PROGRAM LETTER

Advertising and Design: 50.0402

Mrs. Erin Heltion • 2024-2025

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Dear Steel Center Family:

Welcome to the 2024-2025 school year! My name is Mrs. Erin Heltion and I am the Advertising and Design teacher. This will be my second year at Steel Center for Career and Technical Education. I come to Steel Center with over 10 years of experience in graphic design at a variety of different agencies, including Seven Springs Mountain Resort and a small firm in downtown Pittsburgh. With the knowledge I acquired at these positions, I am excited to share my experience and passion for the industry with your student.

Course Description: The Advertising and Design program prepares students to apply technical knowledge and skills to prepare, create, produce, and finish, print and digital graphics. Students will learn to use their creativity in desktop publishing, layout, composition, photography, digital printing, bindery, finishing and other graphic arts techniques. Program specific software includes Adobe InDesign, Photoshop, Illustrator and Acrobat. Students will enjoy a well-rounded curriculum that will prepare them for a deadline driven industry. As students progress from year to year, they will have the opportunity to become more focused on the part of the industry they are interested in.

Requirements: This course requires students to have a portable way to store and backup files. It is recommended that students have an 8-16GB portable flash drive.

I am looking forward to starting the school year and investing in your student's education. Finally, I want to let you know that you are a critical part of your student's education and to feel free to contact me with any concerns, questions or suggestions for creating the learning environment that best suits your student at any point throughout the school year.

Sincerely,

Mrs. Erin Heltion
Advertising and Design Teacher

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