

ADVERTISING & COMMERCIAL ART

INSTRUCTOR BIOGRAPHY

Yana K. Boyd

Yana was born and raised in Bellefonte, PA. She attended Bellefonte Area High School and studied Visual Communications at The Central Pennsylvania Institute of Science and Technology. After high school, she pursued an Associates Degree in Advertising Arts and a Bachelors Degree in Graphic Design at Pennsylvania College of Technology. She is currently attending Penn State University for a Masters Degree in Workforce Education.

Mrs. Boyd has been actively working in the design field for over 15 years. She continues to stay abreast of the current industry practices through seasonal work and freelance jobs. She provides her advertising and design expertise to multiple community groups for promotions and fund-raising efforts.

Yana began her teaching career at CPI in 2005 and looks forward to teaching high school students for years to come. She enjoys sharing her love of the design and advertising field with students through conversation, demonstration, guided lessons, and critique. She strongly believes in having a classroom atmosphere that encourages compassion, creativity and honesty. She most importantly stresses that her room is a “drama-free-zone”.



A Quote from Mrs. Boyd

“I really enjoy being around the creative energy of high school students who have the same love of art and design as I do. The work that my students are capable of creating continuously amazes me.”

FUN FACTS ABOUT MRS. BOYD

She hasn't had cable television for over 8 years and she doesn't want it back; although she does miss the commercials.

She owns a small pottery business and she ships her ceramic art all over the country. Her Raku pottery is used in all different kinds of weddings.

She loves animals and spends a lot of her time helping rescues.

She survived an airplane crash.

She can talk about typography for hours.

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OUTSIDE CLASSROOM WORK & THINGS YOU'LL NEED



Things you'll need:

- Home computer with internet access
- Digital Camera (preferably DSLR)

Outside Classroom Work:

Time may need to be dedicated to work that students did not finish during the allotted classroom time. This may include hand-done artwork or online computer work in the Adobe programs. Students will occasionally be required to do outside of class reading or research for assignments and projects.

Students maybe required to use outside class time for photography assignments and projects in the 3rd year of class.

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certifications



Available Certifications:

Visual Communication:

The Visual Communication using Adobe®Photoshop®certification exam validates entry-level skills needed to plan, design, build, and maintain effective communications corresponding to the Adobe® Photoshop® application. The exam replicates application experience by testing hands-on skills in Adobe® Photoshop®

Student Cost: \$200.00