



Commercial Advertising and Art

EXAM INFORMATION

Items

50

Points

70

Prerequisites

DESIGN AND VISUAL
COMMUNICATIONS

Grade Level

10-12

Course Length

ONE SEMESTER

Career Cluster

ARTS, A/V TECHNOLOGY, AND
COMMUNICATION

Performance Standards

INCLUDED

Certificate Available

YES

DESCRIPTION

Commercial and Advertising Art prepares individuals to use artistic techniques to effectively communicate ideas and information to business and consumer audiences via illustrations and other forms of digital or printed media. Instruction includes training in concept design, layout, and techniques such as screen-printing, drawing, cartooning, painting, collage, and computer graphics.

EXAM BLUEPRINT

STANDARD	PERCENTAGE OF EXAM
1- Commercial Art and Advertising	3%
2- Advanced Design Elements and Principles	22%
3- Advanced Layout and Composition	13%
4- Advanced Color Theory	12%
5- Advanced Typography Techniques	13%
6- Knowledge of Computer Technology	28%
7- Illustration, Advertising, and Design	1%
8- Employability and Professional Work Habits	1%
9- Safe Practices	2%
10-Copyright, Laws, Ethics, and Legal Issues	3%
11-Professional Skills in the Workplace	2%



STANDARD 1

STUDENTS WILL DEMONSTRATE KNOWLEDGE OF COMMERCIAL ART AND ADVERTISING PROFESSIONAL STANDARDS

Objective 1 Students will demonstrate knowledge of commercial art careers, job standards, and professional development and explore higher education and career opportunities.

1. Advertising design
2. Art direction
3. Cartooning/animation/game design
4. Commercial design
5. Corporate identity (logo/letterhead, etc.)
6. Digital imaging and website design
7. Graphic design
8. Illustration
9. Industrial design
10. Layout (books, magazine, newspaper, etc.)
11. Logo and letterhead (package design, display, corporate image, advertising, etc.)
12. Sign design
13. Web design
14. Other

Objective 2 Students will explore careers and opportunities in commercial art.

1. Salary/hours/working conditions
2. Work expectations
3. Freelance conditions
4. Post-high school education
5. Portfolios

Objective 3 Demonstrate an ability to verbally express an idea or concept to a client, pertaining to their product and target audience (example: age, gender, educational level, etc.).

Standard 1 Performance Evaluation included below (Optional)

STANDARD 2

STUDENTS WILL DEMONSTRATE KNOWLEDGE OF ADVANCED DESIGN ELEMENTS AND PRINCIPLES

Objective 1 Students will demonstrate an ability to identify and utilize the elements of design to communicate in an advertisement or other work.

1. Line
2. Shape
3. Value
4. Form
5. Texture



- 6. Color
 - 7. Space
- Objective 2 Students will demonstrate an ability to identify and utilize several principles of design to communicate in an advertisement or other work.
- 1. Balance
 - 2. Contrast
 - 3. Emphasis/subordination/rule of thirds
 - 4. Movement/directional forces
 - 5. Rhythm/repetition/pattern
 - 6. Scale/proportion
 - 7. Unity/contrast

Standard 2 Performance Evaluation included below (Optional)

STANDARD 3

STUDENTS WILL DEMONSTRATE ADVANCED LAYOUT AND COMPOSITION TECHNIQUES IN DIVERSE MEDIA

- Objective 1 Students will plan, format and compose through the use of thumbnail sketches.
- Objective 2 Students will create projects that show effective use of space.
- Objective 3 Students will create illustrations to support a design/story concept.
- Objective 4 Students will use advanced composition techniques to combine images and type in one composition.
- Objective 5 Students will use effective composition and design techniques to create various projects such as:
 - 1. Advertisement or poster
 - 2. Brochure or multiple page document (demonstrating visual unity)
 - 3. Magazine layout
 - 4. Other
- Objective 6 Students will identify and use the following layout terminology:
 - 1. Body text/body copy
 - 2. Choosing/cropping images/rule of thirds
 - 3. Columns
 - 4. Dominance
 - 5. Drop caps
 - 6. Eye flow
 - 7. Folios
 - 8. Headers and footers
 - 9. Matching copy with job
 - 10. Proximity
 - 11. Readability
 - 12. Reverse type
 - 13. Text boxes/shapes



14. Text wrap
15. Type alignment
16. Margins
17. Bleed
18. Gutter
19. Spread

Standard 3 Performance Evaluation included below (Optional)

STANDARD 4

STUDENTS WILL DEMONSTRATE ADVANCED COLOR THEORY

Objective 1 Students will demonstrate a thorough knowledge of color theory.

1. Light
2. Pigment
3. Transparent/opaque color

Objective 2 Students will demonstrate an advanced knowledge of color organization and the color wheel.

1. Primary colors: of pigment (RYB: Red, Yellow, Blue); of print (CMYK: Cyan, Magenta, Yellow, and Black); and of light (RGB: Red, Green, Blue)
2. Secondary colors
3. Intermediate/tertiary colors
4. Neutrals

Objective 3 Students will demonstrate advanced strategies for using color schemes.

1. Monochromatic
2. Complimentary
3. Analogous
4. Triadic
5. Split-complimentary

Objective 4 Students will demonstrate advanced knowledge of values and use them.

1. Value scale
2. Tints
3. Tones
4. Shades
5. Demonstrate expertise in aerial/atmospheric perspective

Objective 5 Students will demonstrate a professional knowledge of the properties of color.

1. Hue
2. Value
3. Intensity/saturation

Objective 6 Students will be aware that colors can express emotion and have cultural and visual connotations.

Objective 7 Students will understand color as used in computer applications.

1. Color Modes Bitmap, Grayscale, CMYK, RGB
2. Bit depth



Standard 4 Performance Evaluation included below (Optional)

STANDARD 5

STUDENTS WILL UNDERSTAND AND DEMONSTRATE ADVANCED TYPOGRAPHY TECHNIQUES

Objective 1 Students will identify and correctly use type from the six different type families.

1. Old style
2. Transitional
3. Modern
4. Sans serif
5. Script
6. Decorative/novelty/display

Objective 2 Students will know and use the measurements of typography.

1. Cap height
2. Baseline
3. X-height
4. Points and picas

Objective 3 Students will know the vocabulary of typography.

1. Leading, kerning, and tracking
2. Upper and lower case
3. Ascender and descender
4. Regular and boldface
5. Italic and cursive
6. Font, text, type, and type style
7. Concordant
8. Reverse type
9. Serif
10. Counter
11. Line length/readability

Standard 5 Performance Evaluation included below (Optional)

STANDARD 6

STUDENTS WILL DEMONSTRATE AN ADVANCED KNOWLEDGE OF COMPUTER TECHNOLOGY

Objective 1 Students will demonstrate knowledge of basic computer vocabulary and techniques:

1. Constraining proportions
2. Cropping
3. File types
4. Resizing/Sampling



5. Resolution (Screen – 72 dpi; Print – 300 dpi)
6. Scanning/DE screening (moiré)
7. Raster/Vector
8. Layers
9. History
10. Half tone
11. Filters
12. Paths
13. Gradient
14. Opacity
15. Stroke/Fill

Objective 2 Students will use appropriate software for job/project completion.

1. Page layout (InDesign, QuarkXPress, PageMaker)
2. Photo manipulation (Photoshop)
3. Graphics/vector-based illustration (Illustrator, CorelDraw)

Objective 3 Students will understand and use fonts appropriately.

1. True type, Postscript
2. Downloading
3. Copyright and ethics

Objective 4 Students will understand file types and use them appropriately.

1. Print applications TIFF, JPG, etc.
2. File Transfer PDF, etc.
3. Software specific (.AI .PSD etc.)

Objective 5 Students will understand and use basic keyboard commands.

1. Copy – Control/Command “C”
2. Paste – Control/Command “V”
3. Undo – Control/Command “Z”
4. Software specific shortcuts

Standard 6 Performance Evaluation included below (Optional)

STANDARD 7

STUDENTS WILL CRITIQUE ILLUSTRATION, ADVERTISING, AND DESIGN

Objective 1 Students will interpret artistic use of design elements and principles in an illustration advertising and design.

Objective 2 Students will interpret design strategies of communication in illustration, advertising and design.

Objective 3 Students will demonstrate an ability to verbally and visually express an advertising campaign to a client using varied professional strategies. (PowerPoint, Storyboards, presentation board, etc.)



Standard 7 Performance Evaluation included below (Optional)

STANDARD 8

STUDENTS WILL UNDERSTAND THE IMPORTANCE OF EMPLOYABILITY AND PROFESSIONAL WORK HABITS

- Objective 1 Students will demonstrate knowledge of professional work standards.
1. Punctuality
 2. Dependability
 3. Attendance
 4. Craftsmanship
 5. Following directions/workflow
 6. Workplace behavior

Standard 8 Performance Evaluation included below (Optional)

STANDARD 9

STUDENTS WILL DEMONSTRATE SAFE PRACTICES

- Objective 1 Understand proper ventilation including identification of materials and techniques that require proper ventilation.
- Objective 2 Identify and use proper safety equipment and techniques.
- Objective 3 Identify hazardous chemicals and solvents, their proper handling and disposal, and safety procedures if an accident occurs.
- Objective 4 Know how to access and read material safety data sheets.
- Objective 5 Report shop, environment, or safety equipment problems or violations to the instructor.
- Objective 6 Clean and maintain an orderly work area.
- Objective 7 Understand safety procedures when working with electronics.

STANDARD 10

STUDENTS WILL UNDERSTAND AND PRACTICE COPYRIGHT LAWS, ETHICS, AND LEGAL ISSUES DEALING WITH PHOTOGRAPHY AS IDENTIFIED IN UNITED STATES CODE TITLE 13 CHAPTER 1 SECTION 101

- Objective 1 Define copyright.
1. Fair use
 2. Creating copyrights by registering with the U.S. Copyright Office through the Library of Congress
 3. Public domain
 4. Understand ®, ©, ™, and watermark
- Objective 2 Other definitions
1. Audiovisual works



2. Computer program
3. Copies
4. Copyright owner
5. Digital transmission
6. Financial gain
7. Pictorial, graphic, and sculptural works
8. Work of visual art

Objective 3 Students will practice ethics and rules governing photojournalism (i.e., editorial content must not be changed).

Objective 4 Students will practice correct usage of copyright laws (i.e., the right to reproduce, manipulate, distribute, plagiarize, or exhibit another photographer's work outside of fair use provisions).

1. Time limitations
2. Portion limitations
3. Text material
4. Illustrations and photographs
5. Copying and distribution limitations

Objective 5 Students will demonstrate understanding of ethics related to social and legal issues in subject choice (i.e., model releases, image appropriateness, and cultural sensitivity).

Standard 10 Performance Evaluation included below (Optional)

STANDARD 11

STUDENTS WILL ENHANCE THEIR UNDERSTANDING OF COMMERCIAL ART AS A PROFESSION AND WILL DEVELOP PROFESSIONAL SKILLS FOR THE WORKPLACE

Objective 1 As a participating member of the SkillsUSA student organization, complete the SkillsUSA Level 2 Professional Development Program.

1. Measure/modify short-term goals.
2. Identify stress sources.
3. Select characteristics of a positive image.
4. Demonstrate Government awareness.
5. Demonstrate awareness of professional organizations.
6. Apply team skills to a group project.
7. Observe and critique team skills at a local professional meeting.
8. Demonstrate business meeting skills.
9. Explore workplace ethics: codes of conduct.
10. Demonstrate social etiquette.
11. Complete survey for employment opportunities.
12. Review a professional journal and develop a three- to five-minute speech.
13. Complete a job application.
14. Assemble an employment portfolio.



15. Explore supervisory and management roles in an organization.

16. Conduct a worker interview.

17. Perform a self-evaluation of proficiency in program competencies.

Objective 2

Serve in the school's SkillsUSA chapter as a committee member.

Objective 3

Display a professional attitude toward the instructor and peers.

Objective 4

As a participating member of the SkillsUSA student organization, complete the SkillsUSA Level 3 Professional Development Program.

1. Evaluate your career and training goals.

2. Market your career choice.

3. Develop personal financial skills

4. Serve as a volunteer in the community.

5. Plan and develop a business.

6. Conduct a worker interview.

7. Develop a résumé and write a cover letter.

8. Demonstrate interviewing skills.

9. Understand the cost of customer service.

10. Identify and apply conflict resolution skills.

11. Demonstrate evaluation skills.

12. Examine workplace ethics: the role of values in making decisions.

13. Perform a skill demonstration.

14. Learn what is contained in Material Safety Data Sheets (MSDS).

15. Perform a self-evaluation of proficiency in program competencies.

Objective 5

Serve as an officer in the school's chapter of SkillsUSA

Objective 6

Participate in an authorized SkillsUSA competition.

Objective 7

Display a professional attitude toward the instructor and peers.

* SkillsUSA PDP requirements - recommended



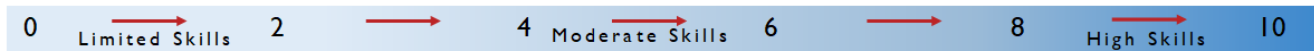
Commercial Advertising and Art Performance Standards (Optional)

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of **8 or higher** on the rating scale. Students may be encouraged to repeat the objectives until they average **8 or higher**.

Students Name _____

Class _____

PERFORMANCE RATING SCALE



STANDARD 1 Commercial Art and Advertising

Score:

- Demonstrate knowledge of commercial art and advertising professional standards.
 - Understand basic hand tools, fasteners, and shop equipment

STANDARD 2 Advanced Design Elements and Principles

Score:

- Demonstrate knowledge of advanced design elements and principles.

STANDARD 3 Advanced Layout and Composition Techniques

Score:

- Demonstrate advanced layout and composition techniques in diverse media.

STANDARD 4 Advanced Color Theory

Score:

- Demonstrate advanced color theory.

STANDARD 5 Advanced Typography Techniques

Score:

- Understand and demonstrate advanced typography.

STANDARD 6 Advanced Knowledge of Computer Technology

Score:

- Demonstrate an advanced knowledge of computer technology.

STANDARD 7 Illustration, Advertising, and Design

Score:

- Critique illustration, advertising and design.

STANDARD 8 Employability and Professional Work Habits

Score:

- Understand the importance of employability and professional work habits.

STANDARD 10 Copyright Laws, Ethics, and Legal Issues

Score:

- Learn and practice copyright laws, ethics and legal issues dealing with photography.

PERFORMANCE STANDARD AVERAGE SCORE: