Arkansas CTE

Advanced Advertising and Graphic Design: Grades 11, 12

Adopted 2007

Peer Teaching

1.1 Define and apply terms

1. Use industry terms appropriately in context 1.1.1

1.2 Demonstration of ethical approaches in Advanced Advertising and Graphic Design

1. Apply ethics in daily activities 1.2.1

1.3 Explain the duties of leadership positions

1. Perform the duties of leadership positions 1.3.1

Independent Projects

2.1 Define terms

1. Use industry terms appropriately in context 2.1.1

2.2 Identify the design process and skills necessary for creating a project

1. Apply proper research techniques and brainstorming 2.2.1
2. Produce thumbnail sketches 2.2.2
3. Produce a rough draft/sketch 2.2.3
4. Collect components necessary for production (copy, artwork, photographs, 2.2.4
5. Develop and analyze a digital proof for review 2.2.5
6. Produce and evaluate final product 2.2.6

Portfolio

3.1 Define terms

1. Apply industry terms appropriately in context 3.1.1

3.2 Demonstrate use of evaluation techniques for selection of portfolio pieces

1. Determine selections for portfolios 3.2.1
2. Evaluate all aspects of selected work 3.2.2

3.3 Produce completed portfolios

1. Demonstrate knowledge of appropriate publishing formats (CD and DVD) for digital portfolios 3.3.1

Skip to main content

2. Develop a physical portfolio 3.3.2
3. Evaluate and assess digital and physical portfolios 3.3.3
4. Present and exhibit professional portfolios for viewing by prospective employers and institutions for higher learning 3.3.4

Workplace Skills Development

4.1 Define Terms

1. Apply terms appropriately in context 4.1.1

4.2 Identify interpersonal skills essential to workplace success

1. Generalize how timeliness and attendance relate to workplace success 4.2.1
2. Discuss how appropriate dress and personal cleanliness relate to workplace success 4.2.2
3. Explain how maintaining workplace cleanliness is important to workplace success 4.2.3
4. Demonstrate appropriate work ethics 4.2.4
5. Evaluate communication, leadership, and teamwork skills essential to workplace success 4.2.5
6. Demonstrate the ability to work effectively as part of team 4.2.6

4.3 Explore career opportunities in the advertising and graphic design industry

1. Research various careers in the advertising and graphic design industry 4.3.1
2. Discuss the skills, education, and abilities required in the advertising and graphic design industry 4.3.2
3. Research the expected growth and potential income of careers in the advertising and graphic design industry 4.3.3