Arkansas CTE

Advertising and Graphic Design I: Grades 9-12

Career Planning and Management 1.0

1 **Research and analyze career opportunities and trends in advertising and graphic design** 1.1

1. Research the scope of career opportunities available and the requirements for education, training, certification, and licensure. 1.1.1
2. Identify current and future trends in Advertising and Graphic Design career fields. 1.1.2
3. Develop a career plan that reflects career interests, pathways, and postsecondary options. 1.1.3

2 **Develop job atainment skills, practices, and materials** 1.2

1. Create and maintain a portfolio. 1.2.1
2. Identify the elements of job applications. Practice job interview etiquette and procedures 1.2.2
3. Understand how digital media is used by potential employers and postsecondary agencies to evaluate candidates 1.2.3

3 **Evaluate and simulate workplace so: skills, and safety protocols** 1.3

1. Evaluate personal character traits such as trust, respect, dependability, and responsibility and understand the impact they can have on career success. 1.3.1
2. Practice cooperative learning and demonstrate flexibility, positivity, and teamwork. 1.3.2
3. Exhibit personal health and workplace safety 1.3.3
4. Solve predictable and unpredictable work-related problems using various types of reasoning (inductive, deductive) as appropriate. 1.3.4

Ethics and Legal Responsibility 2.0

1 **Demonstrate knowledge of copyright and intellectual property law** 2.1

1. Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing 2.1.1
2. Examine the consequences of violating copyright, privacy, and data security laws 2.1.2

Skip to main content

Model appropriate use of images and information in production of graphic works. 2.1.3

2 **Demonstrate ethical practices as it relates to the industry law** 2.2

1 Research and discuss censorship as it applies to the graphic design industry. 2.2.1

2 Integrate cultural sensitivity and diversity awareness into the design process. 2.2.2

3 Debate legal versus ethical behaviors 2.2.3

4 Incorporate ethical behaviors in graphic projects 2.2.4

Creation and Application Communicate and demonstrate basic art and design fundamentals. 3.0

1 **Identify and apply elements and principles of design** 3.1

1 Identify and demonstrate an understanding of elements and principles of design. 3.1.1

2 Evaluate and analyze the elements and principles of publications. 3.1.2

2 **Explore and incorporate basic color theory** 3.2

1 Identify and utilize basic color properties and relationships. 3.2.1

2 Analyze color psychology or meaning. 3.2.2

3 Distinguish basic color modes and their functions in regards to workflow and printing. 3.2.3

3 **Explore and incorporate typography** 3.3

1 Demonstrate an understanding of the anatomy of type. 3.3.1

2 Exhibit an understanding of the history and art of arranging type, type design, and modifying type glyphs and characters. 3.3.2

3 Illustrate the ability to select and use typography to enhance graphics and art. 3.3.3

4 **Analyze and assess the impact of advertising and graphic design developments throughout history and modern culture.** 3.4

1 Identify and analyze major influences and changing styles in advertising and graphic design throughout history. 3.4.1

2 Evaluate past and current advertising and graphic design industry trends. 3.4.2

Technical Skills and Knowledge Research and implement basic technology trends in advertising and graphic design. 4.0

1 **Performance Indicator 4.1 Explore and apply basic computer operation skills** 4.1

1 Manage basic computer operations (desktop environment, basic commands, navigation). 4.1.1

2 Construct basic file types and file storage for organizational effectiveness. 4.1.2

3 Use terms related to computer skills in advertising and graphic design correctly and appropriately. 4.1.3

2 **Examine and utilize industry standard vector-based illustration so:ware: (i.e., `\dobe Illustrator, Corel Draw, Inkscape, etc.)** 4.2

Identify elements of the vector-based illustration software user interface and demonstrate knowledge of their functions. 4.2.1

Skip to main content

2 Manipulate basic tools to create illustrations. 4.2.2

3 Recognize basic text tools and type panels. 4.2.3

4 Understand basic vector drawing concepts. 4.2.4

5 Discern basic options for opening a new document and saving for final output. 4.2.5

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3 Examine and utilize industry standard image manipulation software: (i.e., Adobe Photoshop, Gimp, Pixlar, etc.) 4.3

1 Identify elements of the image manipulation software user interface and demonstrate knowledge of their functions. 4.3.1

2 Transform images using a variety of basic tools. 4.3.2

3 Apply basic layer management and masks. 4.3.3

4 Manipulate images using basic tools and seLngs. 4.3.4

5 Recognize basic options for opening a new document and saving for final output. 4.3.5

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4 Examine and utilize industry standard page layout so:ware. (i.e., Adobe InDesign) 4.4

1 Identify elements of the page layout software user interface and demonstrate knowledge of their functions. 4.4.1

2 Utilize basic dimensions, and various formats for different styles of publications. 4.4.2

3 Establish basic text tools and type panels. 4.4.3

4 Apply frames and place images or graphics. 4.4.4

5 Comprehend options for opening a new document and saving for final output. 4.4.5

Advertising and Design Demonstrate a basic understanding of the advertising production process. 5.0

1 Incorporate marketing strategies within the design process. 5.1

1 Analyze and demonstrate understanding of basic marketing strategies. 5.1.1

2 Explore the graphic design process. 5.1.2

3 Denote final deliverable for use in marketing and sales. 5.1.3

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2 Implement Branding as an Advertising Technique 5.2

1 Identify and discern terminology used in branding. 5.2.1

2 Develop the key components of a brand. 5.2.2

3 Determine the use of branding. 5.2.3

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3 Communication and Presentation 5.3

Skip to main content

Interpret intent and meaning in personal or professional work in terms of message, style, or aesthetics. 5.3.1

2 Apply criteria to evaluate personal or professional work. 5.3.2

3 Use technology to create a variety of audio, visual, written, and electronic presentations. 5.3.3