Arkansas CTE

Advertising and Graphic Design II: Grades 9-12

Career Planning and Management Examine and summarize career opportunities in advertising and graphic design, and the soft skills associated with employment positions. 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. Explore employment opportunities in various industries and the transferable skills associated with such positions. 1.1.2
   3. Identify current and future trends in Advertising and Graphic Design career fields. 1.1.3
   4. Develop a career plan that reflects career interests, pathways, and postsecondary options. 1.1.4
2. **Develop job attainment 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 are used by potential employers and postsecondary agencies to evaluate candidates 1.2.3
3. **Evaluate and simulate workplace soft 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. Establish 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

Creation and Application Communicate and demonstrate advanced art and design co

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1. **Identify and apply elements and principles of design** 2.1
   1. Evaluate and analyze the elements and principles within a variety of design applications. 2.1.1

      Demonstrate proficient application of elements and principles within a variety of design applications. 2.1.2

2 **Explore and incorporate comprehensive color theory** 2.2

1 Utilize comprehensive color properties and relationships. 2.2.1

2 Employ appropriate color based on psychology or meaning. 2.2.2

3 Identify comprehensive color modes and their functions in regard to workflow and printing. 2.2.3

3 **Explore and incorporate typography** 2.3

1 Exhibit proficiency of arranging type, type design, and modifying type glyphs and characters. 2.3.1

2 Demonstrate a comprehensive ability to select and use appropriate typography 2.3.2

4 **Utilize historical and cultural knowledge in advertising and graphic design** 2.4

1 Incorporate knowledge of art styles, important artists, and historical innovations in creating new designs and publications. 2.4.1

2 Analyze past and current advertising and graphic design industry trends in creating new designs and publications. 2.4.2

Technical Skills and Knowledge Research and implement technology trends in advertising and graphic design. 3.0

1 **Review and apply proficient computer operation skills** 3.1

1 Manage computer operations (desktop environment, shortcuts, commands, and navigation). 3.1.1

2 Establish file types and file storage for organizational effectiveness. 3.1.2

3 Use comprehensive terms related to computer skills in advertising and graphic design correctly and appropriately. 3.1.3

2 **Examine and utilize industry standard vector-based illustration software** 3.2

1 Identify elements of the vector-based illustration software user interface and demonstrate knowledge of their functions. 3.2.1

2 Use advanced tools to create illustrations. 3.2.2

3 Select text tools and type panels with sophisticated choices. 3.2.3

4 Provide evidence of understanding vector drawing concepts. 3.2.4

5 Examine options for opening a new document and saving for final output. 3.2.5

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3 **Examine and utilize industry standard image manipulation software (i.e., Adobe Photoshop, Gimp, Pixlar, etc.)** 3.3

1 Manage software user interface and demonstrate proficient knowledge of their functions. 3.3.1

2 Transform images using a variety of advanced tools. 3.3.2

3 Apply skilled layer management and masks 3.3.3

4 Utilize proficient options for opening a new document and saving for final output. 3.3.4

4 **Utilize industry standard web design software (i.e., Adobe Dreamweaver, Adobe Muse, Edge)** 3.4

1 Exhibit an adept understanding of contemporary industry standard web design terminology 3.4.1

2 Discern understanding of web design planning 3.4.2

3 Design a website 3.4.3

6 **Utlize industry standard anima+on software (i.e., Adobe Photoshop, Adobe Flash, Adobe Photoshop, Adobe After Effects)** 3.6

1 Demonstrate accomplished knowledge of animation terminology 3.6.1

2 Communicate an understanding of animation development and planning 3.6.2

3 Develop animation 3.6.3

4 Master options for opening a new document and saving for final output. 3.6.4

7 **Digital Photography** 3.7

1 Identify digital camera components, operations, and settings. 3.7.1

2 Examine the use of lighting types in the production of photographs 3.7.2

3 Create a variety of digital images for use in advertising publications and graphics. 3.7.3

4 Analyze and justify proper imagery for specific messages or mediums. 3.7.4

Advertising and Graphic Design Exhibit a comprehensive understanding of the complete advertising production process. 4.0

1 **Incorporate marketing strategies within the design process.** 4.1

1 Quantify and demonstrate understanding of global marketing strategies. 4.1.1

2 Explore the graphic design process. 4.1.2

3 Ascertain final deliverable for use in marketing and sales. 4.1.3

2 **Implement Branding as an Advertising Technique** 4.2

1 Identify and discern terminology used in branding. 4.2.1

2 Develop the key components of a brand. 4.2.2

3 Establish the use of branding. 4.2.3

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3 Communication and Presentation 4.3

1. Interpret intent and meaning in personal or professional work in terms of message, style, or aesthetics. 4.3.1
2. Apply criteria to evaluate personal or professional work. 4.3.2
3. Use technology to create a variety of audio, visual, written, and electronic presentations. 4.3.3