Arkansas CTE

Advertising and Graphic Design III: Grades 9-12

Explore Peer Teaching. 1.0

1. **Define terms in this unit related to advertising and graphic design process.** 1.1
    1. Use industry terminology correctly and appropriately. 1.1.1
2. **Demonstration of ethical approaches in Advance Advertising and Graphic Design.** 1.2
    1. Apply ethics in daily activities. 1.2.1
3. **Explain the duties of leadership positions.** 1.3
    1. Perform the duties of designated leadership positions. 1.3.1

Demonstrate Independent Projects. 2.0

1. **Define terminology related to career and employability skills required in the advertising and graphic design pathway.** 2.1
    1. Use industry terminology correctly and appropriately. 2.1.1
2. **Identify the design process and skills necessary for creating a project.** 2.2
    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

Workplace Skills Development. 3.0

1. **Define terminology related to the equipment and skills required in the Advertising and Graphic Design pathway.** 3.1
    1. Use terminology correctly and appropriately. 3.1.1
2. **Identify interpersonal skills essential to workplace success.** 3.2
    1. Generalize how timelines and attendance relate to workplace success. 3.2.1
    2. Discuss how appropriate dress and personal cleanliness relate to workplace success. 3.2.2

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Explain how maintaining workplace cleanliness is important to workplace success. 3.2.3

4 Demonstrate appropriate work ethics. 3.2.4

5 Evaluate communication, leadership, and teamwork skills essential to workplace success. 3.2.5

6 Demonstrate the ability to work effectively as part of a team. 3.2.6

3 Identify interpersonal skills essential to workplace success. 3.3

1 Research various careers in the advertising and graphic design industry. 3.3.1

2 Discuss the skills, education, and abilities required in the advertising and graphic design industry. 3.3.2

3 Research the expected growth and potential income of careers. 3.3.3

Understand the parts of a Portfolio. 4.0

1 Define terminology related to the production in the Advertising and Graphic Design pathway. 4.1

1 Apply industry terms appropriately. 4.1.1

2 Determine selections for portfolios. 4.1.2

3 Evaluate all aspects of selected work. 4.1.3

2 Produce completed portfolio. 4.2

1 Demonstrate knowledge of appropriate publishing formats for digital portfolios. 4.2.1

2 Develop a physical portfolio. 4.2.2

3 Evaluate and assess digital and physical portfolio. 4.2.3

4 Present and exhibit professional portfolios for viewing by prospective employers and institutions for higher learning. 4.2.4