Arkansas CTE

Fundamentals of Advertising and Graphic Design: Grades 9, 10, 11, 12

Adopted 2007

Lab Safety

1.1 Apply concepts related to safety in the advertising design lab

1. Use concepts related to lab safety procedures appropriately 1.1.1

1.2 Examine safety procedures in relation to advertising design lab safety

1. Follow standard workplace fire safety and other emergency procedures 1.2.1
2. Demonstrate using safety procedures in the classroom and lab 1.2.2

1.3 Discuss Hazardous Materials procedures in relation to advertising design lab safety

1. Demonstrate safe and appropriate use of chemicals in advertising design activities 1.3.1
2. Exhibit safe procedures for using commonly used equipment in advertising 1.3.2
3. Assume personal responsibility for wearing safety apparel appropriate for advertising design 1.3.3

Advertising Design

2.1 Define terms related to the advertising industry

1. Use terms related to advertising design correctly and appropriately 2.1.1
2. Describe the primary vehicles used in the advertising design industry (print, TV, radio, electronic) 2.1.2
3. Discuss the primary activities of advertising design 2.1.3

2.2 Research the history and evolution of advertising and graphic design and its role within society

1. Compare the changing purposes served by advertising and graphic design throughout history 2.2.1
2. Analyze the opportunities for communication through advertising and graphic design 2.2.2
3. Evaluate advertising and graphic design works using critical thinking skills 2.2.3

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4. Present written and oral evaluations of advertising and graphic design works 2.2.4

2.3 Research the scope of career opportunities and qualifications in the advertising and graphic design industry

1. Explore careers common to advertising design industry 2.3.1
2. Detail job descriptions, qualifications, and requirements for several careers of interest 2.3.2

2.4 Manage the advertising and graphic design process including customer service and sales, scheduling, and quality control to deliver products that meet customer needs and expectations

1. Employ knowledge of customer needs and expectations when promoting advertising and graphic design services 2.4.1
2. Apply knowledge of services, equipment, capabilities, workflow process, and technology to deliver customer service 2.4.2
3. Analyze scheduling processes to ensure timely completion of projects 2.4.3
4. Identify quality control measures 2.4.4

2.5 Demonstrate preparation of customer materials for advertising and graphic design imaging to deliver products that meet customer needs and expectations

1. Apply knowledge of camera and scanner operations to produce images 2.5.1
2. Demonstrate conversion from analog to digital forms, using scanning equipment 2.5.2

Elements and Principles of Design

3.1 Define terms related to the elements and principles of design

1. Use terms related to the elements and principles of design correctly and appropriately 3.1.1

3.2 Identify principles of design in various applications

1. Demonstrate the ability to use the principles of art, including, but not limited to: balance, rhythm, proportion and scale, emphasis, and unity in various advertising design applications 3.2.1

3.3 Identify elements of design in various applications

1. Demonstrate the ability to use the elements of art, including, but not limited to: line, color, texture, space, and shape in various advertising design applications 3.3.1

3.4 Explore the design process

1. Define the design objective 3.4.1
2. Gather pertinent information for the design objective 3.4.2
3. Create a thumbnail sketch 3.4.3

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4. Adapt a thumbnail sketch into a rough sketch (refined thumbnail) 3.4.4
5. Transform a rough sketch into a comprehensive sketch using appropriate technology 3.4.5
6. Describe the purpose and use of a comprehensive sketch 3.4.6

3.5 Explore color theory

1. Discuss properties of color (hue, value, saturation) 3.5.1
2. Describe the primary, secondary and intermediate colors 3.5.2
3. Discuss the psychology of colors 3.5.3
4. Discuss the use of color in a composition 3.5.4
5. Discuss separation of color in printing 3.5.5

Illustration Theory

4.1 Define terms related to illustration theory, tools and techniques

1. Spell, define and pronounce terminology correctly and appropriately 4.1.1
2. Apply illustration theory terms appropriately 4.1.2

4.2 Examine illustration and drawing techniques

1. Create an illustration with attention to form 4.2.1
2. Create an illustration with attention to detail 4.2.2
3. Create an illustration with attention to motion 4.2.3
4. Create an illustration using different perspectives 4.2.4

4.3 Examine various media used to create illustrations

1. Render an illustration using a variety of media 4.3.1
2. Render an illustration using industry standard software 4.3.2

Typography

5.1 Define terms related to type in typography

1. Use terms related to typography in the advertising design industry correctly and appropriately 5.1.1

5.2 Discuss the selection of appropriate type styles for design applications

1. Identify type, classifications, and usage as related to serif, sans serif, and bold 5.2.1
2. Select type style and point size appropriate to situation and/or substrate 5.2.2
3. Identify various type faces by the appearance 5.2.3
4. Select appropriate typeface to situation and design publication 5.2.4

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Define terms related to design skills

1. Use terms related to design skills correctly and appropriately 6.1.1

6.2 Examine various measurements used to produce a substrate

1. Demonstrate the use of various measurement tools 6.2.1

6.3 Prepare a corporate identity package

1. Design a logo 6.3.1
2. Design advertisements, brochures, stationary, and business cards 6.3.2

6.4 Produce a visual display using the principles of design

1. Create a poster to promote a company or product 6.4.1
2. Create a billboard to promote a company or product 6.4.2

Computer Skills

7.1 Define terms used in relationship to computer skills in advertising and graphic design

1. Use terms related to computer skills in advertising and graphic design correctly and appropriately 7.1.1

7.2 Explain essential computer operation skills

1. Manage computer operations (install applications, connect peripherals, configure desktop environment, basic commands) 7.2.1
2. Manage file storage (files, folders, directories, data backup, disk management) 7.2.2
3. Compress or alter files 7.2.3

7.3 Explain how Illustrator or other industry-standard software is used to develop advertising products

1. Create simple illustrations 7.3.1
2. Add color to illustrations using multiple tools 7.3.2
3. Use text tools and type palettes 7.3.3
4. Use layer palettes 7.3.4
5. Adjust print specifications 7.3.5

7.4 Discuss basic techniques used to create advertising images using Photoshop or other industry-standard software

1. Navigate the workspace including the menu bar, status bar, toolbox, and palettes 7.4.1
2. Resize images 7.4.2
3. Crop a photograph/graphic 7.4.3
4. Adjust image modes and color selection 7.4.4
5. Apply artistic manipulation 7.4.5

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7.5 Discuss basic techniques and processes used to create page layouts using In-Design or other industry-standard software

1. Navigate the workspace including the menu bar, status bar, toolbox, and palettes 7.5.1
2. Set up the dimensions and multiple formats for a specific substrate 7.5.2
3. Use text tools and type palettes 7.5.3
4. Adjust print specifications 7.5.4

7.6 Prepare a publication using page layout software

1. Produce a four page newsletter with mixed content such as columns, graphics, sidebars, etc. 7.6.1

Career Development

8.1 Define terms related to career development in the advertising and graphic design industry

1. Use terms related to career development in advertising and graphic design correctly and appropriately 8.1.1

8.2 Discuss the contents of a personal portfolio for a person seeking employment in the advertising and graphic design industry

1. Assemble a portfolio including a cover letter, a résumé, and current work samples 8.2.1
2. Maintain a portfolio by updating and customizing the content 8.2.2
3. Maintain a list of professional competencies which demonstrate abilities in advertising and graphic design skills 8.2.3

8.3 Describe the benefits of participating in the SkillsUSA student organization

1. Participate in SkillsUSA student organization activities 8.3.1
2. Demonstrate professionalism through student organization activities 8.3.2