Arkansas CTE

Intermediate Advertising and Graphic Design: Grades 10, 11, 12

Adopted 2007

Advanced Design Skills

1.1 Define terms related to advanced and graphic design skills

1. Use terms related to advanced design skills correctly and appropriately 1.1.1

1.2 Examine advanced features of illustrator

1. Demonstrate use of advanced type and measurement features 1.2.1
2. Modify illustrations 1.2.2
3. Apply filters and effects 1.2.3
4. Use raster images correctly and appropriately 1.2.4
5. Use templates for rendering an illustration 1.2.5
6. Save files in native formats 1.2.6
7. Export files to other file formats 1.2.7

1.3 Examine advanced features of Photoshop

1. Use selection tools 1.3.1
2. Use layers to move, copy and transform 1.3.2
3. Use masks and channels 1.3.3
4. Use type palettes and text wrapping 1.3.4
5. Use painting tools 1.3.5
6. Use retouching tools 1.3.6
7. Produce a related series of images in which elements are altered and utilized in a completed computer generated product 1.3.7

1.4 Demonstrate advanced features of In-Design or other industry standard page layout software

1. Create master pages using columns in a multi-page publication 1.4.1
2. Utilize text boxes in the construction of a publication 1.4.2
3. Use text wrapping with graphics 1.4.3

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4. Manipulate graphics 1.4.4
5. Create and use templates 1.4.5
6. Create various layouts demonstrating appropriate use of type selection, spacing, justification, and text manipulation 1.4.6
7. Collect document information for output and print a proof 1.4.7

1.5 Demonstrate web design graphic skills

1. Develop a plan for creating a web page 1.5.1
2. Create a theme for a web page 1.5.2
3. Insert and modify text on a web page 1.5.3
4. Insert a graphic on a web page 1.5.4
5. Modify the position and appearance of a graphic on a web page 1.5.5
6. Create a marquee for a web page 1.5.6
7. Add animation to a web page element 1.5.7
8. Create links and transitional effects for a web page 1.5.8

1.6 Describe the process of creating computer based animation for multimedia projects

1. Import images 1.6.1
2. Create and modify vector graphics 1.6.2
3. Organize content with layers 1.6.3
4. Modify colors used in graphics 1.6.4
5. Create mask effects 1.6.5
6. Animate using timeline effects 1.6.6
7. Create navigation systems 1.6.7
8. Add interactivity to animations 1.6.8

1.7 Explain techniques used to construct an effective package design

1. Identify tools used in creating models for package design 1.7.1
2. Produce an original container or package design for a particular product 1.7.2

1.8 Identify the client's corporate message and mission

1. Discuss how to visually communicate the client's message and mission. 1.8.1
2. Describe how the client's corporate identity influences the overall visual presentation 1.8.2

Photography

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2.1 Define terms related to traditional and digital photography in the advertising and graphic design industry

1. Use terms related to photography correctly and appropriately 2.1.1

2.2 Explain the use of principles and elements of design in photographic works

1. Compare photographic media from traditional and digital processes 2.2.1
2. Calibrate computer and printer for color accuracy 2.2.2
3. Convert analog images to digital images 2.2.3
4. Demonstrate different types of lighting 2.2.4
5. Produce a variety of digital images 2.2.5

2.3 Demonstrate the use of photogenic images in advertising and graphic design

1. Demonstrate shooting photographs for publication 2.3.1
2. Demonstrate processing and the output of photographs for publication 2.3.2
3. Mat and display a photograph 2.3.3

Career Development

3.1 Define terms related to career development in advertising and graphic design

1. Use terminology appropriately in the career development process 3.1.1

3.2 Locate and identify career opportunities that appeal to personal career goals

1. Research career opportunities and interpret career information 3.2.1
2. Identify job requirements and work environment 3.2.2
3. Identify educational and credentialing requirements and industry certification 3.2.3

3.3 Demonstrate ethical actions in advertising and graphic design

1. Evaluate situations in which ethics is an issue 3.3.1

3.4 Review and update a personal career portfolio

1. Maintain and update a personal career portfolio 3.4.1
2. Create a personal promotion brochure 3.4.2
3. Write an evaluation of personal work experience 3.4.3
4. Document technology skills, software applications 3.4.4

3.5 Review job seeking skills

1. Revise job seeking tools 3.5.1

3.6 Explore business practices

1. Analyze self-employment practices 3.6.1

3.7 Explain the benefits of participating in student organizations

1. Demonstrate leadership skills in a student organization 3.7.1