Oklahoma CTE

Advertising and Design (2011)

Adopted 2011

Orientation	1. Demonstrate keyboard typing proficiency; use of a digital dictionary; spell checker; automatic hyphenation; and, keyboard shortcuts. 2. Define removable storage media. 3. Write a resume that includes three references. 4. Create an electronic portfolio. 5. Demonstrate knowledge of copyright, ethics, and intellectual property rights.
Type	1. Illustrate x-height; mean-line; base-line; ascenders; descenders; serifs; leading; and, their roles in measuring and designing with type. 2. Illustrate caps; lowercase; uppercase; small caps; and, ligatures. 3. Define dingbats; bullets; rules; glyphs; symbols; and, their uses in publications. 4. Distinguish between display (headline) types and body (text) type by their point sizes, styles, and uses. 5. List the major type faces/font families and their uses. 6. Explain letter spacing; tracking; kerning; baseline shift; and, horizontal scale. 7. Demonstrate the type arrangements: flush leftragged right; flush right-ragged left; centered; justified; force justified; and, widows and orphans.
Page Layout	1. Select appropriate page layout software for a given job. 2. Set text with appropriate margins; formatting; gutters; and, proper leading. 3. Prepare a series of hand drawn sketches or computer generated layouts incorporating appropriate marks (i.e., gutters, register marks, trim marks, fold lines, etc.). 4. Design and produce a document using desired fonts; styles; margins; indents; tabs; and, colors. Proofread and edit using common editing marks. Make corrections/adjustments to copy on screen.

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	6. Create multiple page documents using text blocks; graphics; frame; and, headings using drop caps and wrap-a-rounds (run-a-rounds).
	7. Create documents using grids; templates; master pages; paragraph style sheets; and, character style sheets.
	8. Repurpose files for a print project for use in web design, and demonstrate appropriate file formats for web development.
	9. Demonstrate the proper procedures for printing a black/white proof or a color proof to a laser or inkjet printer.
	10. List the advantages/disadvantages of hard proofing versus soft proofing.
	11. Preflight and package a native file.
	12. Export a print-ready Portable Document Format (PDF) using page layout software.
	13. Identify trim size; bleed size; and, live area of a project.
	14. Locate examples of ad sizes from publications (full page, half-page, and quarter-page ads).
	15. Demonstrate an understanding of file formats (ai, jpg, psd, gif, tif, indd, pdf, etc.) file organization, and file naming conventions.
	16. Demonstrate various USPS design constraints and provide resources for more information on USPS requirements.
Image Capture	1. Capture digital images using a scanner and digital camera.
	2. Demonstrate appropriate scanner/program operations for line artwork and continuous tone in both black/white and color.
	3. Identify high/low resolution images and describe the uses of each.
	4. Download a digital image from a stock photography website or CD.
	5. Scale a raster image using the proper settings in order to maintain the appropriate resolution for print or web.
	6. Edit a raster image by using color correction; tone control; cropping; and, scaling, etc.
	7. Demonstrate an understanding of additive and subtractive color, i.e., Red-Green-Blue (RGB) and Cyan-Magenta-Yellow-Key/black (CMYK).
Dig	Demonstrate an understanding of the differences between raster and vector files.

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	2. Use the appropriate graphics program to create a design or logo using manipulated type (rotated, circled, extended, tints and fills, etc.)
	3. Create or trace drawings/photographs using a vector illustration program.
	4. Create or edit images in a raster based program using layers; transparencies; layer modes; masks; and, selections, etc.
	5. Create a spot color illustration or logo using PMS or other color matching system, and view or print separations
Design Principles	1. Identify the basic principles of design (i.e., unity; contrast; proportion; balance; emphasis; and, rhythm).
	2. Identify the basic elements of design (i.e., line; shape; direction; size; texture; value; and, color).
	3. Create thumbnails and rough drafts by sketching. Use markers or colored pencils to show color.
	4. Pitch a concept to demonstrate an understanding of the relationship between message; color; typography; images; and, layout.
	5. Brainstorm keywords for a design concept based on customer need and target audience.
	6. Demonstrate an understanding of color theory by describing primary, secondary, and tertiary colors including hue, tint, value and shade, and the effect of light and distance on color
	7. Critique a layout to determine if it meets the customer's needs, and suggest improvements.
	8. Demonstrate an understanding of corporate identity including how branding affects consumer recognition.
	9. Demonstrate an understanding of color relationships (complimentary, analogous, monochromatic, etc.)
	10. Create a storyboard to demonstrate a timebased concept.