

# 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 left; ragged 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).**

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  - 7. Create documents using grids; templates; master pages; paragraph style sheets; and, character style sheets.**

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  - 8. Repurpose files for a print project for use in web design, and demonstrate appropriate file formats for web development.**

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  - 9. Demonstrate the proper procedures for printing a black/white proof or a color proof to a laser or inkjet printer.**

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  - 10. List the advantages/disadvantages of hard proofing versus soft proofing.**

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  - 11. Preflight and package a native file.**

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  - 12. Export a print-ready Portable Document Format (PDF) using page layout software.**

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  - 13. Identify trim size; bleed size; and, live area of a project.**

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  - 14. Locate examples of ad sizes from publications (full page, half-page, and quarter-page ads).**

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  - 15. Demonstrate an understanding of file formats (ai, jpg, psd, gif, tif, indd, pdf, etc.) file organization, and file naming conventions.**

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  - 16. Demonstrate various USPS design constraints and provide resources for more information on USPS requirements.**
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## **Image Capture**

- 1. Capture digital images using a scanner and digital camera.**

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  - 2. Demonstrate appropriate scanner/program operations for line artwork and continuous tone in both black/white and color.**

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  - 3. Identify high/low resolution images and describe the uses of each.**

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  - 4. Download a digital image from a stock photography website or CD.**

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  - 5. Scale a raster image using the proper settings in order to maintain the appropriate resolution for print or web.**

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  - 6. Edit a raster image by using color correction; tone control; cropping; and, scaling, etc.**

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  - 7. Demonstrate an understanding of additive and subtractive color, i.e., Red-Green-Blue (RGB) and Cyan-Magenta-Yellow-Key/black (CMYK).**
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## **Digital Illustration**

- 1. 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.)
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3. Create or trace drawings/photographs using a vector illustration program.
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4. Create or edit images in a raster based program using layers; transparencies; layer modes; masks; and, selections, etc.
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5. Create a spot color illustration or logo using PMS or other color matching system, and view or print separations
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## Design Principles

1. Identify the basic principles of design (i.e., unity; contrast; proportion; balance; emphasis; and, rhythm).
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2. Identify the basic elements of design (i.e., line; shape; direction; size; texture; value; and, color).
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3. Create thumbnails and rough drafts by sketching. Use markers or colored pencils to show color.
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4. Pitch a concept to demonstrate an understanding of the relationship between message; color; typography; images; and, layout.
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5. Brainstorm keywords for a design concept based on customer need and target audience.
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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
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7. Critique a layout to determine if it meets the customer's needs, and suggest improvements.
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8. Demonstrate an understanding of corporate identity including how branding affects consumer recognition.
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9. Demonstrate an understanding of color relationships (complimentary, analogous, monochromatic, etc.)
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10. Create a storyboard to demonstrate a timebased concept.