

STRANDS AND STANDARDS

COMMERCIAL AND ADVERTISING ART



Course Description

This is a course in the applied visual arts that prepares individuals to use artistic techniques to effectively communicate ideas and information to business and consumer audiences via illustrations and other forms of digital or printed media. Instruction includes training in concept design, layout, and techniques such as screen printing, drawing, cartooning, painting, collage, and computer graphics.

Intended Grade Level	10-12
Units of Credit	0.5
Core Code	40.13.00.00.001
Concurrent Enrollment Core Code	40.13.00.13.001
Prerequisite	Design and Visual Communications
Skill Certification Test Number	532
Test Weight	0.5
License Type	CTE and/or Secondary Education 6-12
Required Endorsement(s)	
Endorsement 1	Commercial Art
Endorsement 2	N/A
Endorsement 3	N/A



STRAND 1

Students will be able to demonstrate knowledge of commercial art and advertising professional standards.

Standard 1

Demonstrate knowledge of commercial art careers, job standards, professional development, and explore higher education and career opportunities.

- Advertising design
- Art direction
- Cartooning/animation/game design
- Digital imaging and website design
- Graphic design
- Illustration
- Industrial design
- Corporate identity/logo (letterhead, package design, display, corporate image, advertising, etc.)
- Layout (books, magazine, newspaper, etc.)
- Sign design

Standard 2

Explore careers and opportunities in commercial art.

- Salary/hours/working conditions
- Work expectations
- Freelance conditions
- Post-high school education
- Portfolios

Standard 3

Demonstrate an ability to verbally express an idea or concept to a client, pertaining to their product and target audience (example: age, gender, educational level, etc.).

Performance Skill

Demonstrate knowledge of commercial art and advertising professional standards.

- Demonstrate knowledge of commercial art careers, job standards, professional development, and explore higher education and career opportunities.
- Explore careers and opportunities in commercial art.
- Demonstrate an ability to verbally express an idea or concept to a client, pertaining to their product and target audience (example: age, gender, educational level, etc.).

STRAND 2

Students will be able to demonstrate knowledge of advanced design elements and principles.

Standard 1

Demonstrate an ability to identify and utilize several elements of design to communicate in an advertisement or other work.

- Line
- Shape
- Value
- Form
- Texture
- Color
- Space

Standard 2

Demonstrate an ability to identify and utilize several principles of design to communicate in an advertisement or other work.

- Balance
- Contrast
- Emphasis/subordination/rule of thirds
- Movement/directional forces
- Rhythm/repetition/pattern
- Scale/proportion
- Unity/contrast

Performance Skill

Demonstrate knowledge of advanced design elements and principles.

- Demonstrate an ability to identify and utilize several elements of design to communicate in an advertisement or other work.
- Demonstrate an ability to identify and utilize several principles of design to communicate in an advertisement or other work.

STRAND 3

Students will be able to demonstrate advanced layout and composition techniques in diverse media.

Standard 1

Plan, format, and compose through the use of thumbnail sketches.

Standard 2

Create projects that show effective use of space.

Standard 3

Create illustrations to support a design/story concept.

Standard 4

Use advanced composition techniques to combine images and type in one composition.

Standard 5

Use effective composition and design techniques to create various projects such as:

- Advertisement or poster
- Brochure or multiple page document (demonstrating visual unity)
- Magazine layout
- Other

Standard 6

Identify and use the following layout terminology:

Body text/body copy	Readability
Choosing/cropping images/rule of thirds	Reverse type
Columns	Text boxes/shapes
Dominance	Text wrap
Drop caps	Type alignment
Eye flow	Margins
Folios	Bleed
Headers and footers	Gutter
Matching copy with job	Spread
Proximity	

Performance Skill

Demonstrate advanced layout and composition techniques in diverse media.

- Plan, format, and compose through the use of thumbnail sketches.
- Create projects that show effective use of space.
- Create illustrations to support a design/story concept.
- Use advanced composition techniques to combine images and type in one composition.
- Use effective composition and design techniques to create various projects.
- Use layout terminology.

STRAND 4

Students will be able to demonstrate advanced color theory.

Standard 1

Demonstrate a thorough knowledge of color theory.

- Light
- Pigment
- Transparent/opaque color
- Print

Standard 2

Demonstrate an advanced knowledge of color organization and the color wheel.

- Primary colors - of Pigment (RYB: Red, Yellow, Blue), of Print (CYMK: Cyan, Magenta, Yellow, and Black), and of Light (RGB: Red, Green, Blue)
- Secondary colors
- Intermediate/tertiary colors
- Neutrals

Standard 3

Demonstrate advanced strategies for using color schemes.

- Monochromatic
- Complimentary
- Analogous
- Triadic
- Split-complimentary

Standard 4

Demonstrate advanced strategies of values and use them.

- Value scale
- Tints
- Tones
- Shades
- Demonstrate expertise in aerial/atmospheric perspective.

Standard 5

Demonstrate a professional knowledge of the properties of color.

- Hue
- Value
- Intensity/saturation

Standard 6

Be aware that colors can express emotion and have cultural and visual connotations.

Standard 7

Understand color as used in computer applications.

- Color modes: Bitmap, Grayscale, CMYK, RGB
- Vector vs. Bitmap

Performance Skill

Demonstrate advanced color theory.

- Demonstrate a thorough knowledge of color theory.
- Demonstrate an advanced knowledge of color organization and the color wheel.
- Demonstrate advanced strategies for using color schemes.
- Demonstrate advanced strategies of values and use them.

- Demonstrate a professional knowledge of the properties of color.
- Be aware that colors can express emotion and have cultural and visual connotations.
- Understand color as used in computer applications.

STRAND 5

Students will be able to understand and demonstrate advanced typography techniques.

Standard 1

Identify and correctly use type from the six different type families.

- Old style
- Transitional
- Modern
- Slab serif
- Sans serif
- Script
- Decorative/novelty/display

Standard 2

Know and use the measurements of typography.

- Cap height
- Baseline
- X-height
- Points and picas

Standard 3

Know the vocabulary of typography.

- Leading, kerning, and tracking
- Upper and lower case
- Ascender and descender
- Regular and boldface
- Italic and cursive
- Font, text, type, and type style
- Concordant
- Reverse type
- Serif
- Counter
- Line length/readability

Performance Skill

Understand and demonstrate advanced typography techniques.

- Identify and correctly use type from the six different type families.
- Know and use the measurements of typography.
- Know the vocabulary of typography.

STRAND 6

Students will demonstrate an advanced knowledge of computer technology.

Standard 1

Demonstrate knowledge of basic computer vocabulary and techniques.

- Constraining proportions
- Cropping
- File types
- Resizing/sampling
- Resolution (Screen – 72 dpi; Print – 300 dpi)
- Scanning/Descreening (moiré)
- Raster/vector
- Layers
- History
- Half tone
- Filters
- Paths
- Gradient
- Opacity
- Stroke/fill

Standard 2

Use appropriate software for job/project completion.

- Page layout (In Design, Quark Express, PageMaker)
- Photo manipulation (Photoshop)
- Graphics/vector-based illustration (Illustrator, Corel Draw)

Standard 3

Understand and use fonts appropriately.

- True type, postscript
- Downloading fonts
- Understand the copyright laws and ethics

Standard 4

Understand file types and use them appropriately.

- Print applications (TIFF, JPG, etc.)
- File transfer (PDF, etc.)
- Software specific (.AI, .PSD, etc.)

Standard 5

Understand and use basic keyboard commands.

- Copy – Control/Command “C”
- Paste – Control/Command “V”

- Undo – Control/Command “Z”
- Software specific shortcuts

Performance Skill

Demonstrate an advanced knowledge of computer technology.

- Demonstrate knowledge of basic computer vocabulary and techniques.
- Use appropriate software for job/project completion.
- Understand and use fonts appropriately.
- Understand file types and use them appropriately.
- Understand and use basic keyboard commands.

STRAND 7

Students will critique illustration, advertising, and design.

Standard 1

Interpret artistic use of design elements and principles in an illustration, advertising, and design.

Standard 2

Interpret design strategies of communication in illustration, advertising, and design.

Standard 3

Demonstrate an ability to verbally and visually express an advertising campaign to a client using varied professional strategies (PowerPoint, Storyboards, presentation board, etc.).

Performance Skill

Critique illustration, advertising, and design.

- Interpret artistic use of design elements and principles in an illustration, advertising, and design.
- Interpret design strategies of communication in illustration, advertising, and design.
- Demonstrate an ability to verbally and visually express an advertising campaign to a client using varied professional strategies (PowerPoint, Storyboards, presentation board, etc.).

STRAND 8

Students will understand the importance of employability and professional work habits.

Standard 1

Demonstrate knowledge professional work standards.

- Punctuality
- Dependability
- Attendance
- Craftsmanship

- Following directions/workflow
- Workplace behavior

STRAND 9

Students will be able to demonstrate safe practices.

Standard 1

Understand proper ventilation including identification of materials and techniques that require proper ventilation.

Standard 2

Identify and use proper safety equipment and techniques.

Standard 3

Identify hazardous chemicals and solvents, their proper handling, disposal, and safety procedures, if an accident occurs.

Standard 4

Know how to access and read material safety data sheets.

Standard 5

Report classroom, environment, or safety equipment, problems, violations to the instructor.

Standard 6

Clean and maintain an orderly work area.

Standard 7

Understand safety procedures when working with electronics.

Performance Skill

Demonstrate safe practices.

- Understand proper ventilation including identification of materials and techniques that require proper ventilation.
- Identify and use proper safety equipment and techniques.
- Identify hazardous chemicals and solvents, their proper handling, disposal, and safety procedures, if an accident occurs.
- Know how to access and read material safety data sheets.
- Report classroom, environment, or safety equipment, problems, violations to the instructor.
- Clean and maintain an orderly work area.
- Understand safety procedures when working with electronics.

STRAND 10

Students will be able to understand and practice copyright laws, ethics and legal issues dealing with photography as identified in United States Code Title 17 Chapter 1 Section 101.

Standard 1

Define copyright.

- Fair use
- Creating copyrights by registering with the U.S. Copyright Office through the Library of Congress
- Public domain
- Understand ®, ©, ™, and watermark

Standard 2

Other definitions.

- Audiovisual works
- Computer program
- Copies
- Copyright owner
- Digital transmission
- Financial gain
- Pictorial, graphic, and sculptural works
- Works of visual art

Standard 3

Practice ethics and rules governing photojournalism (i.e. Editorial content must not be changed).

Standard 4

Practice correct usage of copyright laws (i.e. the right to reproduce, manipulate, distribute, plagiarize or exhibit another photographer's work outside of fair use provisions).

- Time limitations
- Portion limitations
- Text material
- Illustrations and photographs
- Copying and distribution limitations

Standard 5

Demonstrate understanding of ethics related to social and legal issues in subject choice (i.e. model releases, image appropriateness, and cultural sensitivity).

STRAND 11

Students will understand the importance of career readiness skills as it relates to the workplace and outlined in the SkillsUSA Framework – Level 2.

Standard 1

Understand and demonstrate reliability.

- Determine individual time management skills.
- Explore what's ethical in the workplace or school.

- Demonstrate awareness of government.
- Demonstrate awareness of professional organizations and trade unions.

Standard 2

Understand and demonstrate responsiveness.

- Define the customer.
- Recognize benefits of doing a community service project.
- Demonstrate social etiquette.
- Identify customer expectations.

Standard 3

Understand resiliency.

- Discover self-motivation techniques and establish short-term goals.
- Select characters of a positive image.
- Identify a mentor.

Standard 4

Understand and demonstrate workplace habits.

- Participate in a shadowing activity.
- Explore workplace ethics: codes of conduct.
- Recognize safety issues.
- Perform a skill demonstration.
- Exercise your right to know.

Standard 5

Understand and develop initiative.

- Develop personal financial skills.
- Develop a business plan.
- Investigate entrepreneurship opportunities.

Standard 6

Understand and demonstrate continuous improvement.

- Conduct a worker interview.
- Demonstrate evaluation skills.
- Examine ethics and values in the workplace.
- Develop a working relationship with a mentor.
- Construct a job search network.

STRAND 12

Students will understand the importance of career readiness skills as it relates to the workplace and outlined in the SkillsUSA Framework – Level 3.

Standard 1

Understand and develop collaboration skills.

- Develop a working relationship with a mentor.
- Apply supervisory skills.
- Manage a project and evaluate others.

Standard 2

Understand and demonstrate change management skills.

- Evaluate your career and training goals.
- Identify and apply conflict resolution skills.
- Illustrate an organizational structure.
- Plan and implement a leadership project.

Standard 3

Understand how customer service applies to the workplace.

- Serve as a volunteer in the community.
- Examine workplace ethics: the role of values in making decisions.
- Understand the cost of customer service.
- Develop customer service skills.
- Maximize customer service skills.

Standard 4

Understand and demonstrate career readiness.

- Market your career choice.
- Research resume writing.
- Demonstrate interviewing skills.
- Predict employment trends.
- Re-evaluate career goals and establish long-term goals.
- Construct a job search network.
- Evaluate professional competencies.
- Analyze your entry-level job skills.
- Design and present a lesson plan on an aspect of your career choice.
- Write an article for a professional journal in your career area.
- Refine your employment portfolio.

Skill Certificate Test Points by Strand

Test Name	Test #	Number of Test Points by Strand											Total Points	Total Questions
		1	2	3	4	5	6	7	8	9	10	11		
Commercial & Advertising Art	532	3	5	11	9	11	22	1	1	2	3	2	70	50