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.

Commercial Art
Advertising Design

Career and Technical Education
Utah State Office of Education
2015-16

ADVERTISING DESIGN

Levels: Grades 10-12
Units of Credit: Minimum 0.5 Credits
CIP Code: 50.0402
11 Digit Code: 40-13-00-00-001
11 Digit CE Code: 40-13-00-13-001
Test #:   532
License: CTE/Secondary
Endorsement: Commercial Art
Prerequisite: Intro to Design

CORE STANDARDS, OBJECTIVES, AND INDICATORS
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STANDARD 1
Students will be able to demonstrate knowledge of commercial art and advertising professional standards

Objective 1: Students will demonstrate knowledge of commercial art careers, job standards, professional development, and explore higher education and career opportunities.
   a. Advertising design
   b. Art direction
   c. Cartooning/Animation/game design
   d. Digital imaging and website design
   e. Graphic design
   f. Illustration
   g. Industrial Design
   h. Corporate Identity/Logo (Letterhead, package design, display, corporate image, advertising, etc.)
   i. Layout (Books, magazine, newspaper, etc.)
   j. Sign design
Objective 2: Students will explore careers and opportunities in commercial art
   a. Salary/hours/working conditions
   b. Work expectations
   c. Freelance conditions
   d. Post-high school education
   e. Portfolios
Objective 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.).

STANDARD 2
Students will be able to demonstrate knowledge of advanced design elements and principles.
Objective 1: Students will demonstrate an ability to identify and utilize the elements of design to communicate in an advertisement or other work.
   a. Line
   b. Shape
   c. Value
   d. Form
   e. Texture
   f. Color
   g. Space

Objective 2: Students will demonstrate an ability to identify and utilize several principles of design to communicate in an advertisement or other work.
   a. Balance
   b. Contrast
   c. Emphasis/Subordination/rule of thirds
   d. Movement/Directional forces
   e. Rhythm/Repetition/Pattern
   f. Scale/ Proportion
   g. Unity/Contrast

STANDARD 3
Students will be able to demonstrate advanced layout and composition techniques in diverse media.
Objective 1: Students will plan, format, and compose through the use of thumbnail sketches.
Objective 2: Students will create projects that show effective use of space.
Objective 3: Students will create illustrations to support a design/story concept.
Objective 4: Students will use advanced composition techniques to combine images and type in one composition.
Objective 5: Students will use effective composition and design techniques to create various projects such as:
   a. Advertisement or poster.
   b. Brochure or multiple page document (demonstrating visual unity)
   c. Magazine layout
   d. Other
Objective 6: Students will identify and use the following layout terminology:
   a. Body text/body copy
   b. Choosing/cropping images/rule of thirds
   c. Columns
   d. Dominance
   e. Drop caps

f. Eye flow
g. Folios
h. Headers and footers
i. Matching copy with job
j. Proximity
k. Readability
l. Reverse type
m. Text boxes/shapes
n. Text wrap
o. Type alignment
p. Margins
q. Bleed
r. Gutter
s. Spread

STANDARD 4
Students will be able to demonstrate advanced color theory.
Objective 1: Students will demonstrate a thorough knowledge of color theory.
   a. Light
   b. Pigment
   c. Transparent/opaque color
   d. Print
Objective 2: Students will demonstrate an advanced knowledge of color organization and the color wheel.
   a. Primary colors - Of Pigment (RYB: Red, Yellow, Blue), of Print (CYMK: Cyan, Magenta, Yellow, and Black), and of Light (RGB: Red, Green, Blue)
   b. Secondary colors
   c. Intermediate/Tertiary colors
   d. Neutrals
Objective 3: Students will demonstrate advanced strategies for using color schemes.
   a. Monochromatic
   b. Complimentary
   c. Analogous
   d. Triadic
   e. Split-complimentary
Objective 4: Students will demonstrate advanced knowledge of values and use them.
   a. Value scale
   b. Tints
   c. Tones
   d. Shades
   e. Demonstrate expertise in aerial/atmospheric perspective.
Objective 5: Students will demonstrate a professional knowledge of the properties of color.
   a. Hue
   b. Value
   c. Intensity/saturation

Objective 6: Students will be aware that colors can express emotion and have cultural and visual connotations.

Objective 7: Students will understand color as used in computer applications
   a. Color Modes: Bitmap, Grayscale, CMYK, RGB
   b. Vector vs. Bitmap

STANDARD 5
Students will be able to understand and demonstrate advanced typography techniques.

Objective 1: Students will identify and correctly use type from the six different type families
   a. Old style
   b. Transitional
   c. Modern
   d. Slab serif
   e. Sans serif
   f. Script
   g. Decorative/novelty/display

Objective 2: Students will know and use the measurements of typography
   a. Cap height
   b. Baseline
   c. X-height
   d. Points and picas

Objective 3: Students will know the vocabulary of typography
   a. Leading, kerning, and tracking
   b. Upper and lower case
   c. Ascender and descender
   d. Regular and boldface
   e. Italic and cursive
   f. Font, text, type, and type style.
   g. Concordant
   h. Reverse type
   i. Serif
   j. Counter
   k. Line length/readability

STANDARD 6
Students will demonstrate an advanced knowledge of computer technology

Objective 1: Students will demonstrate knowledge of basic computer vocabulary and techniques:
   a. Constraining proportions
   b. Cropping
   c. File types
   d. Resizing/Sampling
   e. Resolution (Screen – 72 dpi; Print – 300 dpi)

f. Scanning/Descreening (moiré)
g. Raster/Vector
h. Layers
i. History
j. Half tone
k. Filters
l. Paths
m. Gradient
n. Opacity
o. Stroke/fill

Objective 2: Students will use appropriate software for job/project completion.
   a. Page layout (In Design, Quark Express, PageMaker)
   b. Photo manipulation (Photoshop)
   c. Graphics/vector-based illustration (Illustrator, Corel Draw)

Objective 3: Students will understand and use fonts appropriately.
   a. True type, Postscript
   b. Downloading
   c. Copyright and ethics

Objective 4: Students will understand file types and use them appropriately.
   a. Print applications TIFF, JPG, etc.
   b. File Transfer PDF etc.
   c. Software specific (.AI .PSD etc.)

Objective 5: Students will understand and use basic keyboard commands.
   a. Copy – Control/Command "C"
   b. Paste – Control/Command "V"
   c. Undo – Control/Command "Z"
   d. Software specific shortcuts

STANDARD 7
Students will critique illustration, advertising, and design.
Objective 1: Students will interpret artistic use of design elements and principles in an illustration, advertising, and design.
Objective 2: Students will interpret design strategies of communication in illustration, advertising, and design.
Objective 3: Students will demonstrate an ability to verbally and visually express an advertising campaign to a client using varied professional strategies. (PowerPoint, Storyboards, presentation board, etc.)

STANDARD 8
The students will understand the importance of employability and professional work habits.
Objective 1: Students will demonstrate knowledge of professional work standards.
   a. Punctuality
   b. Dependability
   c. Attendance
   d. Craftsmanship

e. Following directions/workflow
f. Workplace behavior

STANDARD 9
Students will be able to demonstrate safe practices.
Objective 1: Understand proper ventilation including identification of materials and techniques that require proper ventilation
Objective 2: Identify and use proper safety equipment and techniques
Objective 3: Identify hazardous chemicals and solvents, their proper handling, disposal, and safety procedures if an accident occurs.
Objective 4: Know how to access and read material safety data sheets
Objective 5: Report shop, environment, or safety equipment, problems, violations to the instructor.
Objective 6: Clean and maintain an orderly work area.
Objective 7: Understand safety procedures when working with electronics.

STANDARD 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.
Objective 1: Define copyright.
   a. Fair use
   b. Creating copyrights by registering with the U.S. Copyright Office through the Library of Congress.
   c. Public domain
   d. Understand ®, ©, ™, and watermark
Objective 2: Other definitions
   a. Audiovisual works
   b. Computer program
   c. Copies
   d. Copyright owner
   e. Digital transmission
   f. Financial gain
   g. Pictorial, graphic, and sculptural works
   h. Work of visual art
Objective 3: Students will practice ethics and rules governing photojournalism (i.e. Editorial content must not be changed)
Objective 4: Students will 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)
   a. Time limitations
   b. Portion limitations
   c. Text material
   d. Illustrations and photographs
   e. Copying and distribution limitations
Objective 5: Students will demonstrate understanding of ethics related to social and legal

issues in subject choice (i.e. model releases, image appropriateness, and cultural sensitivity)

PROFESSIONAL DEVELOPMENT

STANDARD 11
Students will enhance their understanding of Commercial Art as a profession and will develop professional skills for the workplace.
Objective 1: As a participating member of the SkillsUSA student organization, complete the SkillsUSA Level 2 Professional Development Program.
   a. Measure/modify short-term goals.
   b. Identify stress sources.
   c. Select characteristics of a positive image.
   d. Demonstrate Government awareness.
   e. Demonstrate awareness of professional organizations.
   f. Apply team skills to a group project.
   g. Observe and critique team skills at a local professional meeting.
   h. Demonstrate business meeting skills.
   i. Explore workplace ethics: codes of conduct.
   j. Demonstrate social etiquette.
   k. Complete survey for employment opportunities.
   l. Review a professional journal and develop a three- to five-minute speech.
   m. Complete a job application.
   n. Assemble an employment portfolio.
   o. Explore supervisory and management roles in an organization.
   p. Conduct a worker interview.
   q. Perform a self-evaluation of proficiency in program competencies.

Objective 2: Serve in the school's SkillsUSA chapter as a committee member.

Objective 3: Display a professional attitude toward the instructor and peers.

Objective 4: As a participating member of the SkillsUSA student organization, complete the SkillsUSA Level 3 Professional Development Program.
   a. Evaluate your career and training goals.
   b. Market your career choice.
   c. Develop personal financial skills
   d. Serve as a volunteer in the community.
   e. Plan and develop a business.
   f. Conduct a worker interview.
   g. Develop a résumé and write a cover letter.
   h. Demonstrate interviewing skills.
   i. Understand the cost of customer service.
   j. Identify and apply conflict resolution skills.
   k. Demonstrate evaluation skills.
   l. Examine workplace ethics: the role of values in making decisions.

m. Perform a skill demonstration.
n. Learn what is contained in Material Safety Data Sheets (MSDS).
o. Perform a self-evaluation of proficiency in program competencies.

Objective 5: Serve as an officer in the school's chapter of SkillsUSA

Objective 6: Participate in an authorized SkillsUSA competition.

Objective 7: Display a professional attitude toward the instructor and peers.
* SkillsUSA PDP requirements - recommended