

# Advertising and Graphic Design II: Grades 9-12

**Career Planning and Management Examine and summarize career opportunities in advertising and graphic design, and the soft skills associated with employment positions.** 1.0

**1 Research and analyze career opportunities and trends in advertising and graphic design** 1.1

- 1 Research the scope of career opportunities available and the requirements for education, training, certification, and licensure. 1.1.1
- 2 Explore employment opportunities in various industries and the transferable skills associated with such positions. 1.1.2
- 3 Identify current and future trends in Advertising and Graphic Design career fields. 1.1.3
- 4 Develop a career plan that reflects career interests, pathways, and postsecondary options. 1.1.4

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**2 Develop job attainment skills, practices, and materials.** 1.2

- 1 Create and maintain a portfolio. 1.2.1
- 2 Identify the elements of job applications. Practice job interview etiquette and procedures. 1.2.2
- 3 Understand how digital media are used by potential employers and postsecondary agencies to evaluate candidates 1.2.3

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**3 Evaluate and simulate workplace soft skills, and safety protocols** 1.3

- 1 Evaluate personal character traits such as trust, respect, dependability, and responsibility and understand the impact they can have on career success. 1.3.1
- 2 Practice cooperative learning and demonstrate flexibility, positivity, and teamwork. 1.3.2
- 3 Establish personal health and workplace safety 1.3.3
- 4 Solve predictable and unpredictable work-related problems using various types of reasoning (inductive, deductive) as appropriate. 1.3.4

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**Creation and Application Communicate and demonstrate advanced art and design concepts.** 2.0

**1 Identify and apply elements and principles of design** 2.1

- 1 Evaluate and analyze the elements and principles within a variety of design applications. 2.1.1
- 2 Demonstrate proficient application of elements and principles within a variety of design applications. 2.1.2

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## **2 Explore and incorporate comprehensive color theory** 2.2

- 1 Utilize comprehensive color properties and relationships. 2.2.1
- 2 Employ appropriate color based on psychology or meaning. 2.2.2
- 3 Identify comprehensive color modes and their functions in regard to workflow and printing. 2.2.3

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## **3 Explore and incorporate typography** 2.3

- 1 Exhibit proficiency of arranging type, type design, and modifying type glyphs and characters. 2.3.1
- 2 Demonstrate a comprehensive ability to select and use appropriate typography 2.3.2

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## **4 Utilize historical and cultural knowledge in advertising and graphic design** 2.4

- 1 Incorporate knowledge of art styles, important artists, and historical innovations in creating new designs and publications. 2.4.1
- 2 Analyze past and current advertising and graphic design industry trends in creating new designs and publications. 2.4.2

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## **Technical Skills and Knowledge Research and implement technology trends in advertising and graphic design.** 3.0

### **1 Review and apply proficient computer operation skills** 3.1

- 1 Manage computer operations (desktop environment, shortcuts, commands, and navigation). 3.1.1
- 2 Establish file types and file storage for organizational effectiveness. 3.1.2
- 3 Use comprehensive terms related to computer skills in advertising and graphic design correctly and appropriately. 3.1.3

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### **2 Examine and utilize industry standard vector-based illustration software** 3.2

- 1 Identify elements of the vector-based illustration software user interface and demonstrate knowledge of their functions. 3.2.1
- 2 Use advanced tools to create illustrations. 3.2.2
- 3 Select text tools and type panels with sophisticated choices. 3.2.3
- 4 Provide evidence of understanding vector drawing concepts. 3.2.4
- 5 Examine options for opening a new document and saving for final output. 3.2.5

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**3 Examine and utilize industry standard image manipulation software (i.e., Adobe Photoshop, Gimp, Pixlar, etc.) 3.3**

- 1 Manage software user interface and demonstrate proficient knowledge of their functions. 3.3.1
- 2 Transform images using a variety of advanced tools. 3.3.2
- 3 Apply skilled layer management and masks 3.3.3
- 4 Utilize proficient options for opening a new document and saving for final output. 3.3.4

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**4 Utilize industry standard web design software (i.e., Adobe Dreamweaver, Adobe Muse, Edge) 3.4**

- 1 Exhibit an adept understanding of contemporary industry standard web design terminology 3.4.1
- 2 Discern understanding of web design planning 3.4.2
- 3 Design a website 3.4.3

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**6 Utilize industry standard animation software (i.e., Adobe Photoshop, Adobe Flash, Adobe Photoshop, Adobe After Effects) 3.6**

- 1 Demonstrate accomplished knowledge of animation terminology 3.6.1
- 2 Communicate an understanding of animation development and planning 3.6.2
- 3 Develop animation 3.6.3
- 4 Master options for opening a new document and saving for final output. 3.6.4

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**7 Digital Photography 3.7**

- 1 Identify digital camera components, operations, and settings. 3.7.1
- 2 Examine the use of lighting types in the production of photographs 3.7.2
- 3 Create a variety of digital images for use in advertising publications and graphics. 3.7.3
- 4 Analyze and justify proper imagery for specific messages or mediums. 3.7.4

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**Advertising and Graphic Design Exhibit a comprehensive understanding of the complete advertising production process. 4.0**

**1 Incorporate marketing strategies within the design process. 4.1**

- 1 Quantify and demonstrate understanding of global marketing strategies. 4.1.1
- 2 Explore the graphic design process. 4.1.2
- 3 Ascertain final deliverable for use in marketing and sales. 4.1.3

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**2 Implement Branding as an Advertising Technique 4.2**

- 1 Identify and discern terminology used in branding. 4.2.1
- 2 Develop the key components of a brand. 4.2.2
- 3 Establish the use of branding. 4.2.3

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### **3 Communication and Presentation** 4.3

- 1 Interpret intent and meaning in personal or professional work in terms of message, style, or aesthetics. 4.3.1
- 2 Apply criteria to evaluate personal or professional work. 4.3.2
- 3 Use technology to create a variety of audio, visual, written, and electronic presentations. 4.3.3