Commercial/Advertising Art
CIP 50.0402
Task Grid

Unit/Standard Number	Secondary Competency Task List
100	**ORIENTATION**
101	Identify career paths and occupational requirements within the profession.
102	RESERVED
103	Demonstrate research, employability, and organizational skills.
104	Recognize copyright laws in communication.
200	**SAFETY**
201	Operate equipment incorporating ergonomics.
202	Use computer hardware, software and electronic equipment safely .
203	Use and maintain hand tools safely.
204	Use, store, and dispose of paints, solvents, and chemicals according to OSHA regulations.
205	Practice safe cutting procedures.
206	Practice knowledge of hazard communication law/environmental protection to include SDS.
300	**DRAWING AND ILLUSTRATION**
301	Draw objects using linear perspective.
302	Draw basic geometric and organic forms showing texture and tone.
303	Draw line art.
304	Apply anatomy concepts in drawing.
305	Draw from direct observation.
306	Produce illustrations using various media.
307	Illustrate using value.
400	**COLOR THEORY AND APPLICATION**
401	Apply the basic structure of color (hue, saturation, brightness) to generate color solutions.
402	Apply appropriate color schemes to generate design solutions.
403	Identify color models including additive and subtractive color.
500	**DIGITAL IMAGING**
501	Execute image scanning procedures.
502	Identify the properties of vector and raster images.
503	Utilize basic functions of a page layout software.
504	Utilize intermediate functions of a page layout software.
505	Utilize a basic functions of a vector-based drawing program.

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506	Utilize intermediate functions of a vector-based drawing program.
507	Utilize basic functions of a raster-based image editing software.
508	Utilize intermediate functions of a raster-based image editing software.
509	Utilize use of input, output and storage devices.
510	Utilize different file formats correctly.
511	Organize and manage digital files.
512	Utilize basic functions of a web page design software.
600	**DESIGN, LAYOUT AND PRODUCTION**
601	Research the history of advertising design.
602	Apply elements and principles of design.
603	Interpret a creative or design brief.
604	Produce thumbnails, roughs and comprehensive.
605	Design a logo.
606	Create a design for a package.
607	Utilize basic knowledge of printing processes.
608	Design promotional materials.
609	Prepare files for output.
610	Utilize printer's marks and prepare color separations.
611	Execute knowledge of basic math, proportions, and measurements.
700	**TYPOGRAPHY**
701	Identify the anatomy and classification of type.
702	Identify typographic styles.
703	Manipulate type through character and paragraph formatting.
704	Choose and apply appropriate typeface.
800	**DIGITAL PHOTOGRAPHY**
801	Operate digital camera and accessories.
802	Compose a photograph through the lens.
803	Differentiate lighting options and their effects.
804	Stabilize camera.
805	Download and manage digital images.
900	**PROFESSIONAL PRACTICES**
901	Prepare and present a portfolio.
902	Prepare and present a visual concept presentation.

Unit/Standard Number	**High School Graduation Years 2019, 2020 and 2021** **Commercial/Advertising Art** **CIP 50.0402** **Task Grid**
903	Estimate time and and/or materials for a project.
904	RESERVED
905	Matte and mount works of art.
906	Participate in critiques of commercial art projects.
907	Explore current industry trends.