Advertising Design II

8571 36 weeks / 280 hours

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**Course Description**

**Suggested Grade Level:** 11 or 12

**Prerequisites:** 8570

Students build on the theoretical principles and practical skills gained in Advertising Design I and explore advanced applications. Elements covered are design and illustration techniques, typography, photography, web graphics and computer animation, advertising techniques, and preparation of print-ready materials. In addition, students maintain a portfolio and explore careers in advertising design.
# Task Essentials Table

- Tasks/competencies designated by plus icons (⊕) in the left-hand column(s) are essential
- Tasks/competencies designated by empty-circle icons (◯) are optional
- Tasks/competencies designated by minus icons (⊖) are omitted
- Tasks marked with an asterisk (*) are sensitive.

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### Curriculum Framework

**Practicing Lab Safety and Maintenance**

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**Task Number 39**

**Comply with safety and ergonomic precautions associated with computer use.**

**Definition**

Compliance should include appropriate application/utilization of computer-related items that ensure personal and equipment safety, such as

- surge protectors
- antistatic mats and pads
- power plugs, especially raised floor outlets
- virus protection software
- electrical cords and wiring, including proper placement
- computer components and equipment, including ergonomically correct setup and operation.

**Process/Skill Questions**

- What ergonomic considerations should be taken when assembling a computer workstation?
- What are some consequences of not using a surge protector?
• How can extended use of a workstation that does not meet ergonomic standards affect a user?

Common Career Technical Core

AR2
Analyze the importance of health, safety and environmental management systems, policies and procedures common in arts, audio/video technology and communications activities and facilities.

AR3
Analyze the lifestyle implications and physical demands required in the arts, audio/visual technology and communications workplace.

Task Number 40

Maintain instruments and equipment.

Definition

Maintenance of equipment and surfaces should include

• regular cleaning
• use of protective coverings
• proper storage
• routine check of settings and connections
• scheduled backup of data
• use of utilities and virus-protection software.

Process/Skill Questions

• What are the consequences of neglecting to follow a regular maintenance schedule?
• Why is it important to back up data on a regular basis?
• What is the proper method of cleaning cutting equipment?
• How might cutting instruments be used so that their blades remain sharp longer?

Task Number 41

Demonstrate safe use of cutting devices.

Definition

Demonstration should include
• listing safety hazards associated with the use of cutting devices (e.g., utility knives, paper cutters)
• proper handling of various cutting devices.

Process/Skill Questions

• What are some cutting devices essential to the advertising design industry?
• What are some of the hazards associated with the improper use of various cutting devices?
• When might it be necessary to use a utility knife or paper cutter?

Demonstrating Fundamental Skills and Techniques

Task Number 42

Identify types of measurements and measurement techniques related to the advertising design industry.

Definition

Identification may include

• measuring with an inch ruler (by hand or digitally)
• measuring with a pica ruler (by hand or digitally)
• converting fractions to decimals and decimals to fractions
• converting points, picas, and inches and selecting the correct unit for each use (i.e., line length, type size, and image size)
• US standard paper measurements and orientations
• click-through rates for websites
• bounce rates
• return on investment
• cost per impression (CPI)
• cost per thousand (CPM).

Process/Skill Questions
• When is it appropriate to conduct measurements in picas as opposed to inches?
• What measuring issues might be faced when adjusting the scale of an image?
• What are the standard US paper sizes, and why is it important to know them?
• Why would it be important to know the click-through rate if you were an owner or designer of a website?
• Why would it be important to know the bounce rate if you were the owner or designer of a website?
• How do you calculate return on investment?
• What is the difference between cost per thousand and cost per impression?

**Common Career Technical Core**

**AR6**
Evaluate technological advancements and tools that are essential to occupations within the Arts, A/V Technology & Communications Career Cluster.

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**Task Number 43**

**Produce freehand or digital drawings/illustrations.**

**Definition**

Production of drawings/illustrations should include the use of computer equipment.

**Process/Skill Questions**

• When might it be necessary to use drawing skills in advertising?
• How do you scan freehand drawings to use in a digital layout?
• What computer programs and equipment can be used to produce digital images?

**Common Career Technical Core**

**AR-VIS3**
Analyze and create two and three-dimensional visual art forms using various media.

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**Applying Illustration Theory**
Task Number 44

Apply fundamental illustration principles.

Definition

Application should include the identification and use of basic layout principles (e.g., balance, rhythm, movement, proportion), executed through scale, position, value, and color and employing line, shape, texture, and space.

Process/Skill Questions

- How can balance affect a composition?
- What are some common mistakes in using value in an illustration?

Common Career Technical Core

AR-VIS2
Analyze how the application of visual arts elements and principles of design communicate and express ideas.

AR-VIS3
Analyze and create two and three-dimensional visual art forms using various media.

Task Number 45

Describe the relationship between language and images.

Definition

Description should include how people experience and understand representations, presentations, and symbols.

Process/Skill Questions

- How would you describe various visual, artistic, and ornamental forms of writing (e.g., illuminated manuscripts, calligraphy)?
- How can visual images affect the meaning of an illustration?

Common Career Technical Core

AR-VIS2
Analyze how the application of visual arts elements and principles of design communicate and express ideas.

**Task Number 46**

**Translate ideas, text, or narrative into images that communicate to others.**

**Definition**

Translation should include illustrations that communicate an idea or set of ideas, text, and/or narrative through visual images.

**Process/Skill Questions**

- What are some methods for translating ideas, text, or narrative into images?
- What are some common symbols?

**Common Career Technical Core**

AR-VIS2
Analyze how the application of visual arts elements and principles of design communicate and express ideas.

**Task Number 47**

**Use various media for rendering illustrations.**

**Definition**

Use of various media may include pencil, pen and ink, pastels, watercolor, markers, cut paper, and digital media.

**Process/Skill Questions**

- How might one determine which medium is best suited for a subject?
- Which surfaces are best suited for various media?
- How is a digital medium different from traditional media?

**Common Career Technical Core**
AR-VIS3
Analyze and create two and three-dimensional visual art forms using various media.

Task Number 48

Complete product illustration.

Definition
Completing a product illustration should include the application of rendering techniques to create a finished illustration that presents a positive image of the product.

Process/Skill Questions

- Why might an illustration be used instead of a photographic image to promote a product?
- How might symbols be used effectively in an illustration?

Common Career Technical Core

AR-VIS3
Analyze and create two and three-dimensional visual art forms using various media.

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Working with Typography

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Task Number 49

Demonstrate techniques used to create contrast in typography.

Definition
Demonstration may include the use of

- size difference
- typefaces from different categories
- various letter shapes (e.g., capital, lowercase, roman, italic)
• heavy-light, light-dark, color-black, and/or horizontal-vertical contrast.

Process/Skill Questions

• Why would you want to create contrast in typography?
• How would you determine the most effective ways to create contrast in a particular situation?

Common Career Technical Core

AR-VIS3
Analyze and create two and three-dimensional visual art forms using various media.

Task Number 50

Proof copy, using proofreader's marks.

Definition

Proofing should include reading copy for spelling, grammar, and style while using common proofreader’s marks to identify mistakes.

Process/Skill Questions

• What do various proofreader’s marks mean?
• What is the most effective way to mark up copy?

Common Career Technical Core

AR-JB2
Demonstrate writing processes used in journalism and broadcasting.

Applying Computer Skills

Task Number 51

Create page layouts, using page-layout software.
Definition

Creating page layouts should include using a page-layout software program to incorporate features such as text objects, borders, original drawings, color, fills/patterns, clip art, and draw and paint tools.

Process/Skill Questions

- What types of page-layout software are most common among advertising designers?
- What considerations should be taken when incorporating graphics into page-layout software documents?
- What are some benefits and limitations of specific page-layout software applications?

Common Career Technical Core

AR-VIS3
Analyze and create two and three-dimensional visual art forms using various media.

Task Number 52

Create graphics for integration into websites.

Definition

Creation of graphics should include

- use of software applications that are capable of saving files in formats recognizable by web browsers
- consideration of file size, resolution, background color, transparency, and other characteristics, such as web design principles and elements
- use of images from various sources to create original raster images (e.g., collages, banners, buttons)
- construction and use of templates.

Process/Skill Questions

- What is an acceptable file size for a graphic that will be downloaded with a web page?
- How do graphics created for the web differ from those created for print?
- What copyright issues may be faced when creating graphics for the web?
- How would you describe various web-publishing techniques?
- What are the various image types and their extensions?

Common Career Technical Core
AR-VIS3
Analyze and create two and three-dimensional visual art forms using various media.

Task Number 53

Manage electronic images.

Definition

Management should include creating, saving, modifying, storing, and deleting electronic images.

Process/Skill Questions

- What are some methods for backing up and restoring electronic images?
- What issues should be addressed when storing electronic images?
- What are the various file formats and the appropriate uses of each?
- What are some common means of acquiring clip art?

Common Career Technical Core

AR-JB4
Demonstrate technical support related to media production (e.g., broadcast, video, Internet, mobile).

AR6
Evaluate technological advancements and tools that are essential to occupations within the Arts, A/V Technology & Communications Career Cluster.

Task Number 54

Create a multimedia presentation.

Definition

Creation should include incorporating images of multiple formats (e.g., static text, graphical elements, still photographs, illustrations, video) into a cohesive product to promote, inform, persuade, or to convey a message.

Process/Skill Questions

- What software tools are most commonly used to create multimedia presentations?
- What are some common pitfalls to avoid when creating multimedia presentations?
Why must developers consider hardware and software requirements when creating multimedia presentations?

Common Career Technical Core

AR-VIS3
Analyze and create two and three-dimensional visual art forms using various media.

Task Number 55

Create a computer-based animation.

Definition

Creation should include the use of software to develop animated computer graphics that convey or enhance a message.

Process/Skill Questions

- What software applications are best suited for creating animation?
- What aesthetic issues should be considered when creating animation?
- How might animation enhance or limit the effect of the message?

Common Career Technical Core

AR-VIS3
Analyze and create two and three-dimensional visual art forms using various media.

Task Number 56

Generate a storyboard for computer-based animation.

Definition

Generating a storyboard should include a sequential visual representation of an animated short, commercial, television show, or movie.

Process/Skill Questions

- What media are used to create a storyboard?
- How is camera movement indicated on a storyboard panel?
When is a storyboard necessary? Why?

Common Career Technical Core

AR-JB3
Plan and deliver a media production (e.g., broadcast, video, Internet, mobile).

AR-VIS3
Analyze and create two and three-dimensional visual art forms using various media.

Designing an Advertisement

Task Number 57

Prepare a comprehensive.

Definition

Preparation of a comprehensive should include a presentation of a fully developed idea for the client’s review and approval before production.

Process/Skill Questions

- What is the importance of the comprehensive in the design process?
- What are the risks and benefits of substituting copyrighted images in a comprehensive to represent images to be developed later?

Common Career Technical Core

AR-VIS3
Analyze and create two and three-dimensional visual art forms using various media.

Task Number 58

Produce a mock-up/dummy.

Definition
Production of a mock-up/dummy should include a three-dimensional representation of the final product for the client’s review and approval before production.

Process/Skill Questions

- What materials should be used in the mock-up?
- Why is a three-dimensional representation important?

Common Career Technical Core

AR-VIS3
Analyze and create two and three-dimensional visual art forms using various media.

Task Number 59

Apply multimedia and social-media design strategies to advertising designs.

Definition

Application should include production of complementary pieces to accompany an advertising design and modification of an advertising campaign for mobile and social-media use.

Process/Skill Questions

- What technical factors should be considered when designing for mobile devices?
- What role does social media play in advertising?
- How can the use of multimedia make an advertisement more effective?

Common Career Technical Core

AR-VIS2
Analyze how the application of visual arts elements and principles of design communicate and express ideas.
AR-VIS3
Analyze and create two and three-dimensional visual art forms using various media.

Task Number 60

Demonstrate the ability to create a product as part of a project/design team.
Definition

Demonstration should include identifying the roles and responsibilities of the different members of a project/design team (including designers, editors, and clients) and serving in one or more of those roles.

Process/Skill Questions

- What are the titles/roles and responsibilities of the different members of a project/design team? How do they differ? Interact?
- Why is each role important to the success of the product?
- What is the significance of being able to work as a team member?

Printing an Advertisement

Task Number 61

Calculate the percent of enlargement or reduction with a proportional scale.

Definition

Calculation should include determining the percentage to change the dimensions of an image from one size to another.

Process/Skill Questions

- How is a proportional scale used to determine the percentage of enlargement or reduction?
- What mistakes are frequently made when calculating the percentage of enlargement or reduction?

Task Number 62
Prepare an instructional sheet for printing.

Definition

Preparation should include writing instructions for the printer to follow when printing a document.

Process/Skill Questions

- Why is the instructional sheet important to both the designer and the printer?
- What information is conveyed through an instructional sheet?

Task Number 63

Produce a final or native portable document format (PDF) file for submission.

Definition

Production should include

- identifying and providing requirements, such as bleed setting
- packaging a digital file with all necessary parts (e.g., images, fonts, graphics, additional files)
- determining any additional requirements from the printer.

Process/Skill Questions

- Why is it important to produce a digital file for the printer?
- How do you determine if your digital file has been packaged correctly?
- What are the differences between a scanned and a native PDF?

Task Number 64

Select paper stock and ink for reproduction.

Definition
Selection of paper stock should include choosing weight, style, finish, and color, based on aesthetics and budgetary constraints. Options for selecting ink include color and oil-based or soy ink.

Process/Skill Questions

- What are the benefits of soy ink over oil-based ink?
- Why do paper prices fluctuate?
- What factors should be considered when choosing paper stock for a given product?

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**Task Number 65**

**Demonstrate skills for communicating with print shops.**

**Definition**

Demonstration should include communicating job specifications, timelines, binding, and delivery requirements.

**Process/Skill Questions**

- What are common binding methods?
- How is the appropriate binding method determined?
- What are the acceptable methods of delivering a job to the printer?

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**Applying Design Skills**

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**Task Number 66**

**Design an image to send to a professional for screen printing.**

**Definition**
Designing for screen print should include keeping color separation in mind and keeping the number of colors to a minimum.

**Process/Skill Questions**

- What are some of the challenges concerning registration in screen printing?
- What does the term *close register* mean, and why is it important?
- How can the screen process reproduce a continuous-color image?
- What are common characteristics of a screen-printed image?
- How do you convert/export an image so that it can be opened on any computer?

**Common Career Technical Core**

AR-VIS3
Analyze and create two and three-dimensional visual art forms using various media.

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**Task Number 67**

**Design a point-of-purchase display.**

**Definition**

Designing a point-of-purchase display should include following the theory of displays in a retail setting.

**Process/Skill Questions**

- What is the purpose of a point-of-purchase display?
- What are the most common materials used in a point-of-purchase display?
- What are some design requirements particular to point-of-purchase displays?
- What role does color play in point-of-purchase design?

**Common Career Technical Core**

AR-VIS3
Analyze and create two and three-dimensional visual art forms using various media.

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**Task Number 68**

**Draw and render a technical illustration.**
**Definition**

Drawing and rendering (freehand or digitally) should include the use of technical styles and textures to produce an illustration in an ultraprecise, realistic style.

**Process/Skill Questions**

- What types of clients might request a technical illustration?
- What medium might one use to draw and render a technical illustration?
- What computer programs might you use to render a digital technical illustration?

**Common Career Technical Core**

AR-VIS3
Analyze and create two and three-dimensional visual art forms using various media.

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**Task Number 69**

**Produce a package design.**

**Definition**

Production of a package design should include consideration of function and form (e.g., shelving issues, product protection, intended use).

**Process/Skill Questions**

- What are the characteristics of an effective package design?
- How does the target audience affect the design?
- Why is color important in package design?
- Why is it important to choose the right fonts for package design?
- Which concerns of the retailer should be considered when designing a package?
- What regulations must be followed in the design of a package (e.g., in regard to weight, ingredients)?
- What other items must be included on the package (e.g., bar code)?

**Common Career Technical Core**

AR-VIS3
Analyze and create two and three-dimensional visual art forms using various media.

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**Task Number 70**
Produce an exhibition display.

Definition

Production should include the application of principles of design in the creation of a static or movable display.

Process/Skill Questions

- What are some considerations when designing a display?
- How does the intended location of the display affect the design?
- How does the target audience affect the display design?
- How are principles of design applied to a three-dimensional exhibit?
- What materials and methods are utilized in producing an exhibition display?

Common Career Technical Core

AR-VIS3
Analyze and create two and three-dimensional visual art forms using various media.

Task Number 71

Apply interactive design strategies.

Definition

Application should include following design aesthetic guidelines when creating interactive media elements, such as rollover buttons and promotional DVDs.

Process/Skill Questions

- What are some common navigational concerns when applying interactive design strategies?
- What are some applications of interactive design?
- What software might be used to create interactive applications? How would you compare and contrast the available software?

Common Career Technical Core

AR-VIS2
Analyze how the application of visual arts elements and principles of design communicate and express ideas.
AR-VIS3
Analyze and create two and three-dimensional visual art forms using various media.

**Task Number 72**

**Apply industrial design principles.**

**Definition**

Application should include the balance of form (aesthetics) and function in the engineering process.

**Process/Skill Questions**

- How can aesthetics improve the usability of a product?
- How can ergonomic concerns be addressed in industrial design?

**Common Career Technical Core**

**AR-VIS2**
Analyze how the application of visual arts elements and principles of design communicate and express ideas.

**AR-VIS3**
Analyze and create two and three-dimensional visual art forms using various media.

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**Practicing Photography**

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**Task Number 73**

**Research the history of photography.**

**Definition**

Research may include

- identifying past and present uses, methods, styles, movements, and directions of photography
- describing the different schools of thought in photography
• reporting on a specific method, style, movement, or photographer
• creating images based on a specific school of thought.

Process/Skill Questions

• What are the major milestones in the evolution of photography?
• What can we learn from various well-known photographers’ work?
• How would you describe the contribution of a specific movement to the history of photography?

Common Career Technical Core

AR-VIS1
Describe the history and evolution of the visual arts and its role in and impact on society.

AR6
Evaluate technological advancements and tools that are essential to occupations within the Arts, A/V Technology & Communications Career Cluster.

Task Number 74

Execute a staged photo shoot.

Definition

Execution of a staged photo shoot should include the application of the principles of design and an effective use of artificial and/or natural/ambient light.

Process/Skill Questions

• What are the benefits and limitations of handheld (reflected light) and spot meters?
• What conditions influence the decision to use static lights or a flash?

Task Number 75

Enlarge a print digitally.

Definition

Process should include

• making an enlargement
- digitally dodging or burning the image as needed
- determining cropping and image size.

Process/Skill Questions

- How do dodging and burning change an image?
- How does dpi (dots per inch) affect printing quality?
- Why is a minimum dpi required for printing?
- How do you adjust an image’s resolution when enlarging a print?

Common Career Technical Core

AR-VIS3
Analyze and create two and three-dimensional visual art forms using various media.

Developing Employability Skills

Task Number 76

Maintain a portfolio.

Definition

Maintenance should include an ongoing update and improvement of a portfolio that is representative of the student’s qualifications and accomplishments. The portfolio should reflect the student’s continued development of knowledge, skills, and ability. The portfolio should contain a résumé and be assembled in a digital as well as a hard-copy version.

Process/Skill Questions

- How might a well-kept portfolio benefit a student when applying for a job?
- How can electronic files be incorporated into a portfolio?
- What are the implications of an inadequately maintained portfolio?
- When interviewing for a job, how important is it to bring your portfolio? Why?
- Why is it important to keep a portfolio current?

Common Career Technical Core

AR5
Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways.

Task Number 77

Prepare a self-promotion piece.

Definition

Preparation should include the use of skills acquired through the course to create an advertising design product that highlights the student's abilities.

Process/Skill Questions

- What is a manageable scope when planning a self-promotion piece?
- How does the self-promotion piece differ from a portfolio?
- How might a personal website serve as a self-promotion piece?

Common Career Technical Core

AR5
Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways.

Task Number 78

Practice job application and interview skills.

Definition

Practicing job application skills should include completing manual and electronic application forms and providing a résumé, references, and samples of work.

Practicing interview skills may be performed in a mock interview, in which students play a variety of roles to illustrate desirable behavior (e.g., maintaining eye contact, speaking with confidence, asking informed questions).

Process/Skill Questions

- What key elements are required to complete a job application?
- What types of behavior are undesirable in an interviewee?
- How might one conduct research about a company in preparation for an interview?
• What attire is appropriate for a job interview?
• What questions might an interviewee prepare for an interview?
• When is it appropriate to discuss salary/wages?

Common Career Technical Core

AR5
Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways.

Exploring a Career in Advertising Design

Task Number 79

Identify sources of employment.

Definition

Identification should include a list of various resources for job searches.

Process/Skill Questions

• Where might job seekers look for potential employers?
• What are some nontraditional means of searching for employment?
• What is the success rate of job searchers who use online job databases? Newspaper classified sections?
• How often do temporary jobs lead to permanent positions?
• What impact has social media had on identifying employment opportunities?

Common Career Technical Core

AR5
Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways.

Task Number 80
Describe potential barriers to employment.

Definition

Description should include what shortcomings in preparedness and experience, as well as societal barriers, may prevent one from gaining employment. Students should devise strategies for overcoming such barriers.

Process/Skill Questions

- What personality traits might limit one's success in finding employment?
- How often and in what ways does the ability to relocate become an employability barrier?
- Why is it difficult to obtain a job without previous experience?
- How might a job seeker overcome the difficulties involved in obtaining a job without previous experience?

Common Career Technical Core

AR5
Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways.

Task Number 81

Identify opportunities for personal and career growth.

Definition

Identification should include various strategies for increasing one's value to employers.

Process/Skill Questions

- What certifications related to advertising design significantly enhance a worker's value?
- How might a worker use employer-paid tuition programs to grow professionally?
- How important is demonstrating reliability in developing opportunities for personal and career growth?
- What other characteristics and behaviors are relevant to creating personal and career opportunities?

Common Career Technical Core

AR5
Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways.

Task Number 82

Describe the significance of technological advances in the advertising design industry.

Definition

Description should include examples of how the advancement of technology has expanded the methods of advertising and affected the advertising design industry locally, nationally, and globally.

Process/Skill Questions

- What are some technological advances in the advertising design industry?
- What are the benefits and drawbacks of recent technological advances in the workplace?
- How does one make an accurate assessment of a technological tool in the advertising design workplace?
- How has technology affected production? Turn-around time?
- How has technology expanded the methods of advertising locally, nationally, and globally?
- Why is it important to maintain and update industry-standard equipment and software?

Common Career Technical Core

AR-VIS1
Describe the history and evolution of the visual arts and its role in and impact on society.

AR6
Evaluate technological advancements and tools that are essential to occupations within the Arts, A/V Technology & Communications Career Cluster.

Task Number 83

Identify opportunities for gaining work experience.

Definition

Identification should include various methods of finding freelance options, internships, or pro bono work that will provide opportunities to expand knowledge, skills, and experience.
Process/Skill Questions

- Where might you search for freelance options, internships, or pro bono work?
- How might internships or pro bono work opportunities provide invaluable experience, even though you may not receive a paycheck?
- What are the benefits of discovering opportunities to expand knowledge, skills, and experience in the advertising design industry?
- What are the risks and rewards of working for oneself?
- How does a freelance designer develop a customer base?

Common Career Technical Core

AR5
Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways.

### SOL Correlation by Task

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>39</td>
<td>Comply with safety and ergonomic precautions associated with computer use.</td>
</tr>
<tr>
<td>40</td>
<td>Maintain instruments and equipment.</td>
</tr>
<tr>
<td>41</td>
<td>Demonstrate safe use of cutting devices.</td>
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<tr>
<td>42</td>
<td>Identify types of measurements and measurement techniques related to the advertising design industry.</td>
</tr>
<tr>
<td>43</td>
<td>Produce freehand or digital drawings/illustrations.</td>
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<tr>
<td>44</td>
<td>Apply fundamental illustration principles.</td>
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<tr>
<td>45</td>
<td>Describe the relationship between language and images.</td>
</tr>
<tr>
<td>46</td>
<td>Translate ideas, text, or narrative into images that communicate to others.</td>
</tr>
<tr>
<td>47</td>
<td>Use various media for rendering illustrations.</td>
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<tr>
<td>48</td>
<td>Complete product illustration.</td>
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<tr>
<td>49</td>
<td>Demonstrate techniques used to create contrast in typography.</td>
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<tr>
<td>50</td>
<td>Proof copy, using proofreader's marks.</td>
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</tr>
<tr>
<td>51</td>
<td>Create page layouts, using page-layout software.</td>
</tr>
<tr>
<td>52</td>
<td>Create graphics for integration into websites.</td>
</tr>
<tr>
<td>53</td>
<td>Manage electronic images.</td>
</tr>
</tbody>
</table>
| 54 | Create a multimedia presentation.  
(English: 11.2, 11.5, 11.6, 11.7, 12.2, 12.5, 12.6, 12.7) |
| 55 | Create a computer-based animation. |
| 56 | Generate a storyboard for computer-based animation. |
| 57 | Prepare a comprehensive. |
| 58 | Produce a mock-up/dummy. |
| 59 | Apply multimedia and social-media design strategies to advertising designs.  
(English: 11.2, 12.2) |
| 60 | Demonstrate the ability to create a product as part of a project/design team. |
| 61 | Calculate the percent of enlargement or reduction with a proportional scale. |
| 62 | Prepare an instructional sheet for printing.  
(English: 11.6, 11.7, 12.6, 12.7) |
| 63 | Produce a final or native portable document format (PDF) file for submission. |
| 64 | Select paper stock and ink for reproduction. |
| 65 | Demonstrate skills for communicating with print shops. |
| 66 | Design an image to send to a professional for screen printing. |
| 67 | Design a point-of-purchase display. |
| 68 | Draw and render a technical illustration. |
| 69 | Produce a package design. |
| 70 | Produce an exhibition display. |
| 71 | Apply interactive design strategies. |
| 72 | Apply industrial design principles. |
| 73 | Research the history of photography. | English: 11.8, 12.8 | History and Social Science: VUS.8, VUS.10, VUS.14, WHII.9 |
| 74 | Execute a staged photo shoot. | |
| 75 | Enlarge a print digitally. | |
| 76 | Maintain a portfolio. | |
| 77 | Prepare a self-promotion piece. | |
| 78 | Practice job application and interview skills. | English: 11.5, 11.6, 11.7, 12.5, 12.6, 12.7 |
| 79 | Identify sources of employment. | |
| 80 | Describe potential barriers to employment. | History and Social Science: GOVT.16, VUS.14 |
| 81 | Identify opportunities for personal and career growth. | English: 11.2, 11.8, 12.2, 12.8 |
| 82 | Describe the significance of technological advances in the advertising design industry. | English: 11.5, 12.5 | History and Social Science: VUS.14 |
| 83 | Identify opportunities for gaining work experience. | History and Social Science: GOVT.16 |

**Teacher Resources**

The following resources may be helpful to teachers and/or students.

**Transportation Career Modules**

The following transportation career modules were correlated to this course in March 2012 as part of Careers in Transportation Curriculum Project funded by the US Department of Transportation. Modules include field-tested activities and lesson plans that require students to apply knowledge and skills learned in this course and may encourage students to explore related careers in the Transportation, Distribution, and Logistics Career Cluster.

Click on the link to access the [Careers in Transportation Curriculum Project](#) site and scroll down to search for modules by ID number and title.

Related Career Module(s):
Entrepreneurship Infusion Units

Entrepreneurship Infusion Units may be used to help students achieve additional, focused competencies and enhance the validated tasks/competencies related to identifying and starting a new business venture. Because the unit is a complement to certain designated courses and is not mandatory, all tasks/competencies are marked “optional.”
Appendix: Credentials, Course Sequences, and Career Cluster Information

Industry Credentials: Only apply to 36-week courses

- Adobe Certified Associate (ACA) Examinations
- Advertising and Design Assessment
- College and Work Readiness Assessment (CWRA+)
- Customer Service Examination
- Customer Service Specialist (CSS) Examination
- Desktop Publishing Certification - 3D Max Test
- National Career Readiness Certificate Assessment
- Professional Communications Certification Examination
- Workplace Readiness Skills for the Commonwealth Examination

Concentration sequences: A combination of this course and those below, equivalent to two 36-week courses, is a concentration sequence. Students wishing to complete a specialization may take additional courses based on their career pathways. A program completer is a student who has met the requirements for a CTE concentration sequence and all other requirements for high school graduation or an approved alternative education program.

- Advertising Design I (8570/36 weeks, 140 hours)

Career Cluster: Arts, Audio/Video Technology and Communications

<table>
<thead>
<tr>
<th>Pathway</th>
<th>Occupations</th>
</tr>
</thead>
</table>
| Journalism and Broadcasting | Art Director  
                           | Broadcast Technician  
                           | Editor  
                           | Program Director  
                           | Radio, TV Announcer  
                           | Radio, TV Reporter |
| Visual Arts               | Illustrator                        |