

# Industry Credentials, Concentration Sequences, and Career Clusters

## Advertising Design II (8571)

### Industry Credentials:

*These apply only 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**. 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. Students wishing to complete a specialization may take additional courses based on their career pathways.*

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

### Career Clusters, Career Pathways, and Occupations:

- Arts, Audio/Video Technology and Communications
  - Journalism and Broadcasting
    - Art Director
    - Broadcast Technician
    - Editor
    - Program Director
    - Radio, TV Announcer
    - Radio, TV Reporter
  - Visual Arts
    - Illustrator