

Industry Credentials, Concentration Sequences, and Career Clusters

Advertising Design I (8570)

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 II (8571/36 weeks, 280 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
 - Commercial Photographer
 - Costume Designer
 - Fashion Designer

- Fashion Illustrator
- Graphic Designer
- Illustrator
- Interior Designer
- Media Planner, Buyer
- Multimedia Artist, Animator
- Photographic Process Technician
- Textile Designer