

PrintED Crosswalk

The following PrintED Advertising and Design competencies are covered in this publication. The chart shows where each task is located within the publication. The first column identifies the PrintED competency by name and number. The second column identifies the exact location by unit number, objective, and assignment sheet or job sheet number.

PrintED Advertising and Design	MAVCC Tasks
A. Orientation	
1. Demonstrate keyboard typing proficiency; use of a digital dictionary; spell checker; automatic hyphenation; and, keyboard shortcuts.	The majority of job sheets in Advertising and Design have students complete these basic tasks.
2. Define removable storage media.	Unit 2 , Objective 6—Data storage devices
3. Write a resume that includes three references.	Unit 8 , Job Sheet 2—Create a Resume, Cover Letter, Reference Page and Follow-Up Letter in Your Personal Business Package
4. Create an electronic portfolio.	All objectives in Unit 13 : Web Portfolio relate to creating an electronic portfolio. The actual electronic portfolio is created in Job Sheet 2—Create Automated Portfolio From Web Photo Gallery.
5. Demonstrate knowledge of copyright, ethics, and intellectual property rights.	All objectives in Unit 4 : Legal Issues and Copyright Laws
B. Type	
1. Illustrate x-height; mean-line; base-line; ascenders; descenders; serifs; leading; and, their roles in measuring and designing with type.	Unit 6 , Objective 5: The anatomy of type; Objective 6—Categories of type; Objective 11—Basic type measurement terms and tools; Objective 12—Writing and pronouncing picas, points and leading; Objective 14—Paragraph attributes; AS 5—Create anatomy of type diagram; JS 2—Measure type
2. Illustrate caps; lowercase; uppercase; small caps; and, ligatures.	Unit 6 , Objective 13—Character attributes; AS 8—Apply character attributes
3. Define dingbats; bullets; rules; glyphs; symbols; and, their uses in publications.	Unit 6 , Objective 15—Special characters and punctuation marks; AS 10—Use special characters and punctuation marks
4. Distinguish between display (headline) types and body (text) type by their point sizes, styles, and uses.	Unit 6 , Objective 8—Readability and legibility factors to consider when choosing type; Unit 9 , Objective 2—Page elements; JS 5—Create and Output a Single-Page Flyer
5. List the major type faces/font families and their uses.	Unit 6 , Objective 3—The basics of type; AS 4—Select type families and type styles
6. Explain letter spacing; tracking; kerning; baseline shift; and, horizontal scale.	Unit 6 , Objective 13—Character attributes; Objective 14—Paragraph attributes; JS 3—Practice adjusting leading, kerning and letter spacing; AS 9—Apply paragraph attributes; Unit 9 , Objective 8—Paragraph- and type-specification features in page layout software
7. Demonstrate the type arrangements: flush left-ragged right; flush right-ragged left; centered; justified; force justified; and, widows and orphans.	Unit 6 , Objective 14—Paragraph attributes; Unit 9 , Objective 8—Paragraph- and type-specification features in page layout software
C. Page Layout	
1. Select appropriate page layout software for a given job.	Unit 3 , Objective 14—Characteristics of quality page layout software; AS 6—Examine page layout software for basic operations; Unit 9 , JS 1—Identify and Design Advertising Layouts; JS 3—Recreate a Digital Document; JS 4—Recreate a Flyer; JS 5—Create and Output a Single-Page Flyer
2. Set text with appropriate margins; formatting; gutters; and, proper leading.	Unit 9 , JS 3—Recreate a Digital Document; JS 4—Recreate a Flyer; JS 5—Create and Output a Single-Page Flyer; Unit 12 , JS 5—Create a Print Advertisement
3. Prepare a series of hand drawn sketches or computer generated layouts incorporating appropriate marks (i.e., gutters, register marks, trim marks, fold lines, etc.).	Unit 9 , Objective 17—Cost awareness factors to consider when planning a job; Optional Printing Supplement

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C. Page Layout (cont.)	
4. Design and produce a document using desired fonts; styles; margins; indents; tabs; and, colors.	Unit 9 , AS 6—Design a Single-Page Flyer; JS 5—Create and Output a Single-Page Flyer; Unit 12 , JS 5—Create a Print Advertisement; JS 6—Create a Digital Advertisement
5. Proofread and edit using common editing marks. Make corrections/adjustments to copy on screen.	Unit 9 , Objective 15—Common proofreader’s marks; Objective 16—Steps in proofreading a document; AS 4—Proofread a Document
6. Create multiple page documents using text blocks; graphics; frame; and, headings using drop caps and wrap-a-rounds (run-a-rounds).	Unit 3 , JS 2—Create a Document Showcasing Your Design Samples; Unit 10 , JS 10—Design a Newsletter for a Non-Profit Organization
7. Create documents using grids; templates; master pages; paragraph style sheets; and, character style sheets.	Unit 9 , JS 1—Identify and Design Advertising Layouts; JS 3—Recreate a Digital Document; JS 4—Recreate a Flyer; JS 5—Create and Output a Single-Page Flyer; Unit 12 , JS 5—Create a Print Advertisement; JS 6—Create a Digital Advertisement
8. Repurpose files for a print project for use in web design, and demonstrate appropriate file formats for web development.	Unit 10 , JS 8—Prepare a Logo for Print and Web; Unit 11 , Objective 15—Saving for print and Web; Unit 12 , JS 6—Create a Digital Advertisement
9. Demonstrate the proper procedures for printing a black/white proof or a color proof to a laser or inkjet printer.	Unit 9 , Objective 22—Printing specifications and guidelines; JS 3—Recreate a Digital Document; JS 4—Recreate a Flyer; JS 5—Create and Output a Single-Page Flyer; Unit 12 , JS 5—Create a Print Advertisement; JS 6—Create a Digital Advertisement
10. List the advantages/disadvantages of hard proofing versus soft proofing.	Unit 9 , Objective 19—Advantages and disadvantages of soft proofing and hard proofing
11. Preflight and package a native file.	Unit 9 , Objective 20—Preflighting files; Objective 21—Preflight checklist; Objective 23—PDF for press-quality prints; JS 1—Identify and Design Advertising Layouts; JS 5—Create and Output a Single-Page Flyer; Unit 11 , JS 1—Create a Special Interest Magazine Cover
12. Export a print-ready Portable Document Format (PDF) using page layout software.	Unit 9 , Objective 20—Preflighting files; Objective 21—Preflight checklist; Objective 23—PDF for press-quality prints; JS 1—Identify and Design Advertising Layouts; JS 5—Create and Output a Single-Page Flyer; Unit 11 , JS 1—Create a Special Interest Magazine Cover
13. Identify trim size; bleed size; and, live area of a project.	Unit 9 , Objective 12—Digital page layout process; Objective 13—Page layout considerations for type; Objective 17—Cost awareness factors to consider when planning a job; Objective 22—Printing specifications and guidelines; JS 3—Recreate a Digital Document; JS 4—Recreate a Flyer; JS 5—Create and Output a Single-Page Flyer
14. Locate examples of ad sizes from publications (full page, half-page, and quarter-page ads).	Unit 1 , AS 1—Collect and Examine Samples of Different Types of Design
15. Demonstrate an understanding of file formats (ai, jpg, psd, gif, tif, indd, pdf, etc.) file organization, and file naming conventions.	Unit 2 , Objective 5—File extensions commonly used in advertising and design; AS 1—Research File Extensions and Their Uses
16. Demonstrate various USPS design constraints and provide resources for more information on USPS requirements.	Unit 10 , JS 8—Create a Deli Logo and Apply It to Stationery; Unit 11 , AS 3—Research Postal Standards, and Develop Creative Concepts for Digital Vacation Postcards; JS 6—Create a Digital Vacation Postcard

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D. Image Capture	
1. Capture digital images using a scanner and digital camera.	Unit 1 , AS 1—Collect and Examine Samples of Different Types of Design; Unit 3 , Objective 2—Types of digital cameras; Objective 3—Common automatic settings on digital cameras; Objective 8—Flatbed scanners; Objective 9—Common features of flatbed scanners; AS 1—Examine Your Digital Camera for Basic Operations; AS 3—Examine Scanning Hardware and Software Available in Your Classroom; JS 1—Upload Photos From a Digital Camera to a Computer; Unit 11 , JS 1—Create a Special Interest Magazine Cover; JS 2—Create a Warhol-Inspired Portrait Collage; JS 4—Create a Part-Human/Part-Animal Creature Using the Clone Stamp Tool
2. Demonstrate appropriate scanner/program operations for line artwork and continuous tone in both black/white and color.	Unit 3 , AS 4—Identify Resolution and Scan Mode for Projects; Unit 11 , JS 1—Create a Special Interest Magazine Cover
3. Identify high/low resolution images and describe the uses of each.	Unit 3 , Objective 4—Elements of digital camera resolution; Objective 5—Types of digital camera resolutions; Objective 7—Formulas to determine photo resolution and print size for any DPI; Objective 11—Resolution requirements for raster images; AS 2—Determine Pixel Size and Resolution for Photographs; AS 4—Identify Resolution and Scan Mode for Projects
4. Download a digital image from a stock photography website or CD.	Unit 3 , JS 4—Create an Apple Illustration With Combined Simple Shapes and Templates; Unit 7 , JS 6—Balance Photos By Removing Color Casts; Unit 11 , JS 5—Create a Clipping Path to Export an Image Without a Background to a Page-Layout Program
5. Scale a raster image using the proper settings in order to maintain the appropriate resolution for print or web.	Unit 11 , Objective 15—Saving for print and Web; JS 2—Create a Warhol-Inspired Portrait Collage; JS 3—Create a Duotone Ad
6. Edit a raster image by using color correction; tone control; cropping; and, scaling, etc.	Unit 11 , JS 2—Create a Warhol-Inspired Portrait Collage; JS 3—Create a Duotone Ad; JS 4—Create a Part-Human/Part-Animal Creature Using the Clone Stamp Tool; JS 6—Create a Digital Vacation Postcard
7. Demonstrate an understanding of additive and subtractive color, i.e., Red-Green-Blue (RGB) and Cyan-Magenta-Yellow-Key/black (CMYK).	Unit 7 , Objective 4—Computer color models; JS 1—Build an Additive Color Model; JS 2—Build a Subtractive Color Model
E. Digital Illustration	
1. Demonstrate an understanding of the differences between raster and vector files.	Unit 3 , Objective 13—Characteristics of quality raster imaging software; Objective 15—Characteristics of quality vector illustration software; Unit 10 , Objective 2—Vector illustration software; Unit 11 , Objective 2—Raster imaging; AS 5—Examine Raster Imaging Software for Basic Operations; AS 7—Examine Vector Illustration Software for Basic Operations

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E. Digital Illustration (cont.)	
2. Use the appropriate graphics program to create a design or logo using manipulated type (rotated, circled, extended, tints and fills, etc.)	Unit 6 , JS 1—Draw Descriptive Words; JS 4—Create a Clipping Mask; JS 5—Create the Illusion of an Object Using Type; JS 6—Create an Image Using Type; JS 7—Use Creative Lettering to Illustrate a Poem; JS 9—Create a Magazine Ad With Creative Lettering; JS 10—Create a Personal Logotype; JS 11—Create a Controversial Poster Using Only Type; JS 12—Create a Self-Portrait With Type; Unit 10 , AS 3—Research Color Psychology, and Sketch Logo Designs for a Deli; JS 6—Create an Expressive Typography Design With Transparency and a Mask; JS 8—Create a Deli Logo and Apply It to Stationery; Unit 12 , JS 1—Create a Fictitious Business Name, Logo and Tagline
3. Create or trace drawings/photographs using a vector illustration program.	Unit 3 , JS 6—Live Trace a Photograph Using a Variety of Options; Unit 10 , JS 1—Create Line Art By Tracing a Template and Editing Paths
4. Create or edit images in a raster based program using layers; transparencies; layer modes; masks; and, selections, etc.	Unit 11 , JS 1—Create a Special Interest Magazine Cover; JS 2—Create a Warhol-Inspired Portrait Collage; JS 3—Create a Duotone Ad; JS 4—Create a Part-Human/Part-Animal Creature Using the Clone Stamp Tool; JS 5—Create a Clipping Path to Export an Image Without a Background to a Page-Layout Program; JS 6—Create a Digital Vacation Postcard; JS 8—Create a Blinking Web Banner; Unit 12 , JS 2—Create an Original Illustration Depicting Your Chosen Product or Service
5. Create a spot color illustration or logo using PMS or other color matching system, and view or print separations.	Unit 10 , JS 7—Create a Trap and Prepare Color Separations for Printing With PMS Colors; JS 8—Create a Deli Logo and Apply It to Stationery
F. Design Principles	
1. Identify the basic principles of design (i.e., unity; contrast; proportion; balance; emphasis; and, rhythm).	Unit 5 , Objective 4—Primary principles of design; Objective 5—Secondary principles of design; SS 2—Primary Principles of Design; SS 3—Examples of Good and Bad Use of Hierarchy in Design; AS 10—Identify Design Principles; AS 11—Identify the Hierarchy in Advertisements; AS 13—Design a Mini-Poster With Attention to Composition, Legibility, Color and Creativity
2. Identify the basic elements of design (i.e., line; shape; direction; size; texture; value; and, color).	Unit 5 , Objective 3—Elements of art and design; Objective 6—Categories of shapes; Objective 7—Types of lines; Objective 8—Characteristics of lines; Objective 9—Color; SS 2—Primary Principles of Design; SS 3—Examples of Good and Bad Use of Hierarchy in Design; AS 3—Create Designs Using Simple Lines to Evoke a Feeling or Mood; AS 4—Create a Contour Line Drawing; AS 5—Create a Logo Using One Continuous Line; AS 6—Create Geometric and Organic Shapes; AS 10—Identify Design Principles; AS 12—Draw a Composition Utilizing the “Less Is More” Design Concept; AS 13—Design a Mini-Poster With Attention to Composition, Legibility, Color and Creativity

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F. Design Principles (cont.)	
<p>3. Create thumbnails and rough drafts by sketching. Use markers or colored pencils to show color.</p>	<p>Unit 5, Objective 13—Steps in the design process; AS 5—Create a Logo Using One Continuous Line; AS 13—Design a Mini-Poster With Attention to Composition, Legibility, Color and Creativity; Unit 6, AS 12—Develop Creative Concepts for a Controversial Poster Using Only Type; JS 1—Draw Descriptive Words; JS 9—Create a Magazine Ad With Creative Lettering; JS 10—Create a Personal Logotype; JS 11—Create a Controversial Poster Using Only Type; Unit 8, AS 6—Develop a Concept and Create Thumbnail Sketches for an Advertising Strategy; Unit 9, AS 1—Evaluate the Design of a Magazine Ad; AS 6—Design a Single-Page Flyer; JS 1—Identify and Design Advertising Layouts; Unit 10; AS 1—Examine Creative Concepts Used to Design Menus, and Sketch a Menu Panel; AS 2—Examine Creative Concepts for Bottle Labels, and Sketch Bottle Label Designs; AS 3—Research Color Psychology, and Sketch Logo Designs for a Deli; AS 4—Examine Creative Concepts Used to Design Promotional Products for a Non-Profit Organization, and Sketch Newsletter Layouts; Unit 11, AS 1—Examine Creative Concepts Used to Design Special Interest Magazine Covers; AS 2—Research Andy Warhol Celebrity Portraits; AS 3—Research Postal Standards, and Develop Creative Concepts for Digital Vacation Postcards; Unit 12, JS 1—Create a Fictitious Business Name, Logo and Tagline; JS 2—Create an Original Illustration Depicting Your Chosen Product or Service; JS 3—Create a Cartoon Mascot for Your Product or Service; JS 4—Create 3D Packaging for Your Product or Service; JS 5—Create a Print Advertisement; JS 6—Create a Digital Advertisement; JS 7—Create an Unconventional Advertisement</p>
<p>4. Pitch a concept to demonstrate an understanding of the relationship between message; color; typography; images; and, layout.</p>	<p>Unit 8, AS 6—Develop a Concept and Create Thumbnail Sketches for an Advertising Strategy; AS 7—Present Concept and Thumbnail Sketches to Group; Unit 12, AS 6—Develop and Present a Concept for a New or Improved Product or Service</p>
<p>5. Brainstorm keywords for a design concept based on customer need and target audience.</p>	<p>Unit 8, Objective 14—Mind-mapping techniques; AS 5—Work as a Team to Develop an Advertising Strategy for a Company; Unit 12, AS 5—Brainstorm Using Mind-Mapping to Choose a New or Improved Product or Service; JS 1—Create a Fictitious Business Name, Logo and Tagline; JS 3—Create a Cartoon Mascot for Your Product or Service; JS 7—Create an Unconventional Advertisement</p>
<p>6. Demonstrate an understanding of color theory by describing primary, secondary, and tertiary colors including hue, tint, value and shade, and the effect of light and distance on color.</p>	<p>Unit 5, Objective 10—Color descriptions; Objective 11—Color theory; AS 2—Shade Shapes Using Light Sources; AS 8—Create a Drawing of the Artist's Color Wheel</p>

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F. Design Principles (cont.)	
7. Critique a layout to determine if it meets the customer's needs, and suggest improvements.	Unit 8 , AS 7—Present Concept and Thumbnail Sketches to Group; Unit 9 , AS 1—Evaluate the Design of a Magazine Ad; AS 2—Evaluate a Bad Design; AS 3—Evaluate How the Elements of Design Are Used in a Sample Design; Unit 10 , AS 1—Examine Creative Concepts Used to Design Menus, and Sketch a Menu Panel; AS 3—Research Color Psychology, and Sketch Logo Designs for a Deli; AS 4—Examine Creative Concepts Used to Design Promotional Products for a Non-Profit Organization, and Sketch Newsletter Layouts
8. Demonstrate an understanding of corporate identity including how branding affects consumer recognition.	Unit 8 , Objective 3—Stages of an advertising strategy; Objective 8—Questions to ask when branding or re-branding a company or product
9. Demonstrate an understanding of color relationships (complimentary, analogous, monochromatic, etc.)	Unit 5 , Objective 12—Color harmonies; AS 9—Identify Six Basic Color Combinations in Printed Material
10. Create a storyboard to demonstrate a time-based concept.	Unit 12 , AS 6—Create a Storyboard Introducing Your Cartoon Mascot and New Product or Service