

Instructional/Task Analysis

Related Information: What the Student Should Know

Application: What the Student Should Be Able to Do

Unit 1: Introduction to Advertising and Design

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| 1. Terms and definitions | 13. Collect and examine samples of different types of design |
| 2. Advertising and design | 14. Research and write a report on advertising and design |
| 3. Elements of advertising and design | 15. Present a report on advertising and design |
| 4. Types of advertising media | 16. Evaluate graphic design career opportunities in the advertising field |
| 5. Types of design | 17. Research and create a poster on advertising and its impact on society |
| 6. Careers in advertising and design | |
| 7. Places of employment for an advertising and design professional | |
| 8. Characteristics of an advertising and design professional | |
| 9. Strategies for a successful advertising and design professional | |
| 10. Typical steps the creative team takes to complete a project | |
| 11. Trends in advertising | |
| 12. Impact of advertising on society | |

Unit 2: File Types, Uses and Management

1. Terms and definitions
2. File naming conventions
3. Suggested folders to manage advertising and design files
4. PPI, DPI and LPI
5. File extensions commonly used in advertising and design
6. Data storage devices and space measurement units

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Unit 2: File Types, Uses and Management (continued)

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| 7. File compression | 11. Research file extensions and their uses |
| 8. Backup utilities and their importance | 12. Create an organized file management system on a hard drive or server |
| 9. Digital asset management (DAM) software | 13. Initialize external media |
| 10. Macintosh-to-Windows and Windows-to-Macintosh file conversion | 14. Use a file compression utility for file transfer or storage |
| | 15. Back up files |

Unit 3: Getting Started

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| 1. Terms and definitions | 17. Examine your digital camera for basic operations |
| 2. Types of digital cameras | 18. Determine pixel size and resolution for photographs |
| 3. Common automatic settings on digital cameras | 19. Examine scanning hardware and software available in your classroom |
| 4. Elements of digital camera resolution | 20. Identify resolution and scan mode for projects |
| 5. Types of digital camera resolutions | 21. Examine raster imaging software for basic operations |
| 6. Determining megapixels and pixels for photos | 22. Examine page layout software for basic operations |
| 7. Formulas to determine photo resolution and print size for any DPI | 23. Examine vector illustration software for basic operations |
| 8. Flatbed scanners | 24. Examine traditional drafting methods, and report on their translation within illustration software |
| 9. Common features of flatbed scanners | 25. Upload photos from a digital camera to a computer |
| 10. Moiré patterns and how to avoid them | 26. Create a document showcasing your design samples |
| 11. Resolution requirements for raster images | 27. Create an illustration file using groups and layers |
| 12. Types of software used in advertising and design to their uses | 28. Create an apple illustration with combined simple shapes and templates |
| 13. Characteristics of quality raster imaging software | 29. Experiment with the Shape tool and Pathfinder panel in Illustrator |
| 14. Characteristics of quality page layout software | 30. Live trace a photograph using a variety of options |
| 15. Characteristics of quality vector illustration software | |
| 16. Characteristics of quality preflight software | |

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Unit 4: Legal Issues and Copyright Laws

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| 1. Terms and definitions | 20. Compose a copyright permission request letter |
| 2. U.S. copyright law | 21. Compose a copyright release letter for your own work |
| 3. Elements of a copyright notice | 22. Develop a presentation on copyright infringement in advertising and design |
| 4. Tests for judging the “fair use” of copyrighted material | 23. Research and write a report on fair use in advertising and design |
| 5. Items that may be copyrighted | 24. Collect trademark and copyright samples |
| 6. Items that may NOT be copyrighted | 25. Research logo licensing |
| 7. Copyright ownership | 26. Research trademarks and logos to determine dilution and infringement |
| 8. Copyright issues involving the Internet | 27. Register a business name |
| 9. Provisions for using photographs of people for advertising purposes | 28. Research product liability lawsuits in advertising |
| 10. Types of trademarks | |
| 11. Trademark symbols | |
| 12. Logo use | |
| 13. Logo licensing | |
| 14. Federal Trademark Dilution Act of 1995 and 2006 | |
| 15. Licensing terms for using graphics | |
| 16. Derivative work | |
| 17. Font copyright issues | |
| 18. Advertising industry’s regulatory agencies | |
| 19. Steps to register a business | |

Unit 5: Elements of Principles of Design

1. Terms and definitions
2. Principles of design
3. Elements of art and design
4. Primary principles of design
5. Secondary principles of design
6. Categories of shapes
7. Types of lines
8. Characteristics of lines
9. Color

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Unit 5: Elements of Principles of Design (continued)

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| 10. Color descriptions | 14. Create a light to dark value scale |
| 11. Color theory | 15. Shade shapes using light sources |
| 12. Color harmonies | 16. Create designs using simple lines to evoke a feeling or mood |
| 13. Steps in the design process | 17. Create a contour line drawing |
| | 18. Create a logo using one continuous line |
| | 19. Create geometric and organic shapes |
| | 20. Solve a basic design problem by developing a visual vocabulary |
| | 21. Complete a drawing of the artist's color wheel |
| | 22. Identify six basic color combinations in printed material |
| | 23. Identify design principles |
| | 24. Identify the hierarchy in advertisements |
| | 25. Draw a composition utilizing the "less is more" design concept |
| | 26. Design a mini-poster with attention to composition, legibility, color and creativity |

Unit 6: Typography

1. Terms and definitions
2. Typography
3. Basics of type
4. Elements of type style
5. Anatomy of type
6. Categories of type
7. Effects of type
8. Readability and legibility factors to consider when choosing type
9. Basic functions of type
10. Questions to ask when designing with type
11. Basic type measurement terms and tools
12. Writing and pronouncing picas, points and leading

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Unit 6: Typography (continued)

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| 13. Character attributes | 21. Create a typography reference book |
| 14. Paragraph attributes | 22. Use typography to express a word |
| 15. Special characters and punctuation marks | 23. Select typefaces with different personalities |
| 16. Hierarchy, color and type as tools of communication | 24. Select type families and type styles |
| 17. Creating or combining images with type | 25. Create anatomy of type diagram |
| 18. Font types | 26. Categorize fonts by type categories |
| 19. Characteristics of font management software | 27. Identify effects of type |
| 20. Transferring fonts between computers or platforms | 28. Apply character attributes |
| | 29. Apply paragraph attributes |
| | 30. Use special characters and punctuation marks |
| | 31. Evaluate effective use of typography in advertisements |
| | 32. Develop creative concepts for a controversial poster using only type |
| | 33. Draw descriptive words |
| | 34. Measure type |
| | 35. Practice adjusting leading, kerning and letter spacing |
| | 36. Create a clipping mask |
| | 37. Create the illusion of an object using type |
| | 38. Create an image using type |
| | 39. Use creative lettering to illustrate a poem |
| | 40. Create a newspaper ad using only type |
| | 41. Create a magazine ad with creative lettering |
| | 42. Create a personal logotype |
| | 43. Create a controversial poster using only type |
| | 44. Create a self-portrait with type |

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Unit 7: Color Principles

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| 1. Terms and definitions | 13. Research the symbolism of color |
| 2. Color psychology in advertising and design | 14. Apply color psychology in marketing |
| 3. Color domains | 15. Research color management |
| 4. Computer color models | 16. Build an additive color model |
| 5. Basic categories of color printing | 17. Build a subtractive color model |
| 6. Pantone Matching System | 18. Perform color management |
| 7. Color matching | 19. Set up color proofing conditions |
| 8. Color casts | 20. Perform color correction |
| 9. Color management | 21. Balance photos by removing color casts |
| 10. Color measurement devices | 22. Select, create and save color themes in Kuler |
| 11. Color viewing conditions | 23. Create a color theme in Kuler from an image |
| 12. Kuler | |

Unit 8: Advertising Strategies and Branding

1. Terms and definitions
2. An advertising strategy
3. Stages of an advertising strategy
4. Push versus pull methods of advertising philosophies
5. Three major steps in developing an advertising strategy
6. Common emotional advertising strategies
7. Personalized business package components
8. Questions to ask when branding or re-branding a company or product
9. Logos for use in print and on the Web
10. Considerations of designing using different applications
11. General guidelines for working with clients
12. Questions that should be answered when compiling the components of a business proposal

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Unit 8: Advertising Strategies and Branding (continued)

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| 13. Questions that should be answered when compiling the components of a design brief | 15. Identify ads that use different strategies |
| 14. Mind-mapping techniques | 16. Research demographic data of specific groups |
| | 17. Collect examples of advertising strategies |
| | 18. Role play in groups to complete a design brief |
| | 19. Work as a team to develop an advertising strategy for a company |
| | 20. Develop a concept and create thumbnail sketches for an advertising strategy |
| | 21. Present concept and thumbnail sketches to group |
| | 22. Create a personal business package using letterhead |
| | 23. Create a résumé, cover letter, reference page and follow-up letter in your personal business package |
| | 24. Create a personal business card |
| | 25. Create a business proposal and add to your personal business package |
| | 26. Create a basic design brief and add to your personal business package |

Unit 9: Page Layout

1. Terms and definitions
2. Page elements
3. Grid system
4. Basic features of page layout software
5. Page setup features
6. Tools used in page layout software
7. Import features
8. Paragraph- and type-specification features
9. Graphic-editing functions in page layout software
10. Special effects

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Unit 9: Page Layout (continued)

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| 11. Graphic design layouts | 26. Evaluate the design of a magazine ad |
| 12. Steps in the digital page layout process | 27. Evaluate a bad design |
| 13. Page layout considerations for type | 28. Evaluate how the elements of design are used in a sample design |
| 14. Factors to consider when applying principles of document design | 29. Proofread a document |
| 15. Common proofreader's marks | 30. Interpret a job ticket |
| 16. Steps in proofreading documents | 31. Design a single-page flyer |
| 17. Cost awareness factors to consider when planning a job | 32. Identify and design advertising layout |
| 18. What to check for in a proof submitted prior to printing | 33. Rescale graphics |
| 19. Advantages and disadvantages of soft proofing and hard proofing | 34. Recreate a digital document |
| 20. Preflighting files | 35. Recreate a flyer |
| 21. Preflight checklist | 36. Create and output a single-page flyer |
| 22. Printing specifications | 37. Add contrast using special effects type and screen tints |
| 23. PDF for press-quality prints | |
| 24. Methods of submitting digital print jobs | |
| 25. Information contained on a job ticket | |

Unit 10: Vector Illustration

1. Terms and definitions
2. Vector illustration software
3. Functions of vector illustrations in advertising and design
4. Basic features of vector illustration software
5. Tools used in vector illustration software
6. Points, paths, shapes and direction handles
7. Basic panels used in vector illustration software
8. Methods of moving groups of objects
9. Methods of organizing graphics and text
10. Working with text in vector illustration software

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Unit 10: Vector Illustration (continued)

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| 11. 2D and 3D art | 13. Examine creative concepts used to design menus, and sketch a menu panel |
| 12. Custom blends and masks | 14. Examine creative concepts for bottle labels, and sketch bottle label designs |
| | 15. Research color psychology, and sketch logo designs for a deli |
| | 16. Examine creative concepts used to design promotional products for a non-profit organization, and sketch newsletter layouts |
| | 17. Create line art by tracing a template and editing paths |
| | 18. Apply color, hierarchy and type to information graphics |
| | 19. Redesign a steakhouse restaurant menu with organized text using menus and panels |
| | 20. Create 2D and 3D bottle illustrations |
| | 21. Create custom blends |
| | 22. Create an expressive typography design with transparency and a mask |
| | 23. Create a trap and prepare color separations for printing with PMS colors |
| | 24. Create a deli logo and apply it to stationery |
| | 25. Prepare a logo for print and Web |
| | 26. Design a newsletter for a non-profit organization |

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Unit 11: Raster Imaging

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|--|---|
| 1. Terms and definitions | 16. Examine creative concepts used to design special interest magazine covers |
| 2. Raster imaging | 17. Research Andy Warhol celebrity portraits |
| 3. Functions of raster imaging software | 18. Research postal standards, and develop creative concepts for digital vacation postcards |
| 4. Basic elements of raster imaging software | 19. Create a special interest magazine cover |
| 5. Tools used in raster imaging software | 20. Create a Warhol-inspired portrait collage |
| 6. Uses of the Clone Stamp tool | 21. Create a duotone ad |
| 7. Live selections | 22. Create a part-human/part-animal creature using the Clone Stamp tool |
| 8. Clipping paths | 23. Create a clipping path to export an image without a background to a page layout program |
| 9. Common raster imaging software techniques | 24. Create a digital vacation postcard |
| 10. Styles and filter effects | 25. Automate tasks in raster imaging software |
| 11. Duotones | 26. Create a blinking Web banner |
| 12. Color conventions or modes used in Photoshop | |
| 13. Creative cropping with the rule of thirds | |
| 14. Combining photos | |
| 15. Saving for print and Web | |

Unit 12: Project Management

1. Collect and examine samples of cartoon mascots used in advertising
2. Research and create a slide presentation on the history of a cartoon mascot used in advertising
3. Present slide show on the history of a cartoon mascot
4. Collect and examine samples of innovative products and services
5. Brainstorm using mind mapping to choose a new or improved product or service
6. Develop and present a concept for a new or improved product or service
7. Create a storyboard introducing your cartoon mascot and new product or service

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Unit 12: Project Management (continued)

8. Create a fictitious business name, logo and tagline
9. Create an original illustration depicting your chosen product or service
10. Create a cartoon mascot for your product or service
11. Create 3D packaging for your product or service
12. Create a print advertisement for your product or service
13. Create a digital advertisement for your product or service
14. Create an unconventional advertisement for your product or service

Unit 13: Web Portfolio

1. Terms and definitions
2. Web portfolio guidelines
3. Functions of Photoshop's automated Web Photo Gallery
4. Web file management
5. Choosing a Web host and domain name
6. Uploading the destination folder to the FTP
7. Complete statements concerning testing and troubleshooting live Web files
8. Services offered by free portfolio Web sites
9. Pros and cons of free portfolio Web site membership
10. Examine Web Photo Gallery and templates in Photoshop
11. Examine properties and image sizes of screenshots
12. Research best practices for Web file management
13. Examine and evaluate Web portfolios
14. Gather, evaluate and prepare project files for Web portfolio
15. Create automated portfolio from Web photo gallery
16. Obtain Web host and domain name
17. Upload automated Web gallery to FTP client
18. Check Web files live
19. Create alternate free Web portfolio on Google Sites with Picasa photo album
20. Create alternate free Web portfolio at community design portfolio Web site