

Fundamentals of Advertising and Graphic Design

Curriculum Content Frameworks

Please note: All assessment questions will be taken from the knowledge portion of these frameworks.

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Fundamentals of Advertising and Graphic Design

Grade Levels: 9, 10, 11, 12

Prerequisite: None

Course Code: 494150

Course Description: This instructional program in the applied visual arts is a core course and prepares individuals to use artistic techniques to effectively communicate ideas and information to business and consumer audiences via illustrations and other forms of printed media. This is a core course in the program of study in Advertising and Graphic Design.

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Unit 1: Lab Safety

Hours: 5

Terminology: Fire escape path, Fire extinguisher, OSHA, Tornado escape path, Toxicity

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS		
What the Student Should be Able to Do		What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
1.1 Apply concepts related to safety in the advertising design lab	1.1.1 Use concepts related to lab safety procedures appropriately	Foundation	Reading	Applies and understands technical words that pertain to Lab Safety [1.3.6]
			Listening	Comprehends ideas and concepts related to Advertising Design [1.2.1]
			Writing	Uses words appropriately [1.6.21]
			Speaking	Applies/uses technical terms as appropriate to audience [1.5.2]
1.2 Examine safety procedures in relation to advertising design lab safety	1.2.1 Follow standard workplace fire safety and other emergency procedures	Personal Management	Integrity/Honesty/Work Ethic	Follows established rules, regulations, and policies [3.2.5]
	1.2.2 Demonstrate using safety procedures in the classroom and lab			Complies with safety and health rules in a given work environment [3.2.2]
1.3 Discuss Hazardous Materials procedures in relation to advertising design lab safety	1.3.1 Demonstrate safe and appropriate use of chemicals in advertising design activities	Personal Management	Integrity/Honesty/Work Ethic	Follows established rules, regulations, and policies [3.2.5]
	1.3.2 Exhibit safe procedures for using commonly used equipment in advertising	Personal Management	Integrity/Honesty/Work Ethic	Complies with safety and health rules in a given work environment [3.2.2]
	1.3.3 Assume personal responsibility for wearing safety apparel appropriate for advertising design	Personal Management	Responsibility	Sets high standards for self in completion of a task [3.4.9]

Unit 2: Advertising Design

Hours: 10

Terminology: Account executive, Advertising, Advertising agency, Art director, Audience, Electronic media, Graphic designer, Identity (Corporate), Marketing director, Message, Multimedia, Print media

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
2.1 Define terms related to the advertising industry	2.1.1 Use terms related to advertising design correctly and appropriately	Foundation	Reading	Applies and understands technical words that pertain to advertising and graphic design [1.3.6]	
			Listening	Comprehends ideas and concepts related to advertising and graphic design [1.2.1]	
	2.1.2 Describe the primary vehicles used in the advertising design industry (print, TV, radio, electronic)	Foundation	Writing	Uses words appropriately [1.6.21]	
	2.1.3 Discuss the primary activities of advertising design	Foundation	Speaking	Applies/uses technical terms as appropriate to audience [1.5.2]	
2.2 Research the history and evolution of advertising and graphic design and its role within society	2.2.1 Compare the changing purposes served by advertising and graphic design throughout history	Thinking	Reasoning	See relationship between two or more ideas, objects or situations [4.5.5]	
	2.2.2 Analyze the opportunities for communication through advertising and graphic design	Thinking	Knowing how to Learn	Combines ideas or information in a new way [4.1.2]	
	2.2.3 Evaluate advertising and graphic design works using critical thinking skills	Thinking	Problem Solving	Demonstrates logical reasoning in reaching a conclusion [4.4.2]	
	2.2.4 Present written and oral evaluations of advertising and graphic design works	Thinking	Knowing how to Learn	Processes new information as related to advertising and graphic design [4.3.5]	
2.3 Research the scope of career opportunities and qualifications in the advertising and graphic design industry	2.3.1 Explore careers common to advertising design industry	Personal Management	Career Awareness, Development and Mobility	Explores career opportunities [3.1.6]	
	2.3.2 Detail job descriptions, qualifications, and requirements for several careers of interest	Personal Management	Career Awareness, Development and Mobility	Develops skills to locate, evaluate, and interpret career information [3.1.4]	

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
2.4 Manage the advertising and graphic design process including customer service and sales, scheduling, and quality control to deliver products that meet customer needs and expectations	2.4.1 Employ knowledge of customer needs and expectations when promoting advertising and graphic design services	Interpersonal Skills	Customer Service	Works with customers to satisfy their expectations [2.3.9]	
	2.4.2 Apply knowledge of services, equipment, capabilities, workflow process, and technology to deliver customer service.	Thinking	Reasoning	Applies rules and principles of advertising and graphic design services [4.5.1]	
	2.4.3 Analyze scheduling processes to ensure timely completion of projects	Personal Management	Organizational Effectiveness	Applies knowledge to implement work-related system or practice [3.3.4]	
	2.4.4 Identify quality control measures	Thinking	Decision Making	Evaluates information/data to make the best decision [4.2.5]	
2.5 Demonstrate preparation of customer materials for advertising and graphic design imaging to deliver products that meet customer needs and expectations	2.5.1 Apply knowledge of camera and scanner operations to produce images	Thinking	Knowing how to Learn	Uses available resources to acquire new skills or improve skills [4.3.4]	
	2.5.2 Demonstrate conversion from analog to digital forms, using scanning equipment	Thinking	Problem Solving	Devises and implements a plan of action to demonstrate advertising and graphic design equipment [4.4.3]	

Unit 3: Elements and Principles of Design

Hours: 20

Terminology: Balance, Color, Contrast, Emphasis, Form, Hue, Intermediate colors, Line, Movement, Pattern, Primary colors, Rhythm, Saturation, Secondary colors, Shape, Space, Texture, Unity, Value

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
3.1 Define terms related to the elements and principles of design	3.1.1 Use terms related to the elements and principles of design correctly and appropriately	Foundation	Reading	Applies and understands technical words that pertain to Elements and Principles of Design	
			Listening	Comprehends ideas and concepts related to Advertising Design [1.2.1]	
			Writing	Uses words appropriately [1.6.21]	
			Speaking	Applies/uses technical terms as appropriate to audience [1.5.2]	
3.2 Identify principles of design in various applications	3.2.1 Demonstrate the ability to use the principles of art, including, but not limited to: balance, rhythm, proportion and scale, emphasis, and unity in various advertising design applications	Foundation	Science	Describes/Explains scientific principles related to advertising design [1.4.13]	
		Personal Management	Responsibility	Exerts a high level of effort and perseverance towards goal attainment [3.4.4]	
3.3 Identify elements of design in various applications	3.3.1 Demonstrate the ability to use the elements of art, including, but not limited to: line, color, texture, space, and shape in various advertising design applications	Personal Management	Responsibility	Pays close attention to details [3.4.8]	
		Thinking	Knowing how to Learn	Uses available resources to acquire new skills or improve skills [4.3.4]	
3.4 Explore the design process	3.4.1 Define the design objective	Foundation	Writing	Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]	
	3.4.2 Gather pertinent information for the design objective	Foundation	Reading	Locates pertinent information in documents, such as manuals, graphs, and schedules, to perform tasks [1.3.18]	
	3.4.3 Create a thumbnail sketch	Thinking	Creative Thinking	Uses imagination to create something new	

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
	3.4.4 Adapt a thumbnail sketch into a rough sketch (refined thumbnail)	Thinking	Creative Thinking	Creates new design by applying specified criteria [4.1.3]	
	3.4.5 Transform a rough sketch into a comprehensive sketch using appropriate technology	Thinking	Seeing Things in the Mind's Eye	Visualizes a finished product [4.6.4]	
	3.4.6 Describe the purpose and use of a comprehensive sketch	Thinking	Reasoning	Comprehends ideas and concepts related to advertising design [4.5.2]	
3.5 Explore color theory	3.5.1 Discuss properties of color (hue, value, saturation)	Thinking	Reasoning	Comprehends ideas and concepts related to advertising design [4.5.2]	
	3.5.2 Describe the primary, secondary and intermediate colors	Foundation	Writing	Presents answers/conclusions in a clear, concise manner [1.6.14]	
	3.5.3 Discuss the psychology of colors	Foundation	Speaking	Participates in conversation, discussion, and group presentations [1.5.8]	
		Thinking	Knowing how to Learn	Applies new knowledge and skills to advertising design [4.3.1]	
	3.5.4 Discuss the use of color in a composition	Thinking	Creative Thinking	Combines ideas or information in a new way [4.1.2]	
	3.5.5 Discuss separation of color in printing	Thinking	Knowing how to Learn	Locates appropriate learning resources to acquire or improve knowledge and skills [4.3.4]	

Unit 4: Illustration Theory

Hours: 10

Terminology: Abstract, Illustration, Medium (substance), Perspective, Realism, Stylized

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
4.1 Define terms related to illustration theory, tools and techniques	4.1.1 Spell, define and pronounce terminology correctly and appropriately	Foundation	Reading	Applies and understands technical words that pertain to illustration theory [1.3.6]	
	4.1.2 Apply illustration theory terms appropriately	Foundation	Writing	Applies and uses technical words and concepts related to illustration theory in advertising and graphic design [1.6.4]	
4.2 Examine illustration and drawing techniques	4.2.1 Create an illustration with attention to form	Thinking	Creative Thinking	Uses imagination to create something new [4.1.1]	
	4.2.2 Create an illustration with attention to detail	Personal Management	Responsibility	Pays close attention to details [3.4.8]	
	4.2.3 Create an illustration with attention to motion	Personal Management	Responsibility	Maintains a high level of concentration in completion of a task [3.4.7]	
	4.2.4 Create an illustration using different perspectives	Thinking	Seeing Things in the Mind's Eye	Visualizes a finished product [4.6.4]	
4.3 Examine various media used to create illustrations	4.3.1 Render an illustration using a variety of media	Thinking	Knowing how to Learn	Uses available resources to acquire new skills [4.3.4]	
	4.3.2 Render an illustration using industry standard software	Thinking	Creative Thinking	Creates new design by applying specified criteria [4.1.3]	

Unit 5: Typography

Hours: 5

Terminology: Ascender, Descender, Font, Kern, Leading, Point, Sans serif, Serif, Text, Typeface, Typography

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
5.1 Define terms related to type in typography	5.1.1 Use terms related to typography in the advertising design industry correctly and appropriately	Foundation	Reading	Applies and understands technical words that pertain to typography [1.3.6]	
		Foundation	Writing	Applies/Uses technical words and concepts related to typography and advertising and graphic design [1.6.4]	
5.2 Discuss the selection of appropriate type styles for design applications	5.2.1 Identify type, classifications, and usage as related to serif, sans serif, and bold	Thinking	Reasoning	Comprehends ideas and concepts related to advertising design [4.5.2]	
	5.2.2 Select type style and point size appropriate to situation and/or substrate	Thinking	Decision Making	Evaluates information/data to make best decision [4.2.5]	
	5.2.3 Identify various type faces by the appearance	Thinking	Decision Making	Demonstrates decision-making skills [4.2.4]	
	5.2.4 Select appropriate typeface to situation and design publication	Thinking	Decision Making	Evaluates information/data to make best decision [4.2.5]	
			Thinking	Seeing Things in the Mind's Eye	Visualizes a finished product [4.6.4]

Unit 6: Design Skills

Hours: 20

Terminology: Asymmetry, Brochure, Comprehensive, Contrast, Harmony, Layout composition, Letterhead, Logo, Paste-up, Proof, Rough sketch, Symmetry, Thumbnail sketch

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
6.1 Define terms related to design skills	6.1.1 Use terms related to design skills correctly and appropriately	Foundation	Reading	Applies and understands technical words that pertain to design skills [1.3.6]	
		Foundation	Writing	Applies/Uses technical words and concepts related to design skills and advertising and graphic design [1.6.4]	
6.2 Examine various measurements used to produce a substrate	6.2.1 Demonstrate the use of various measurement tools	Thinking	Knowing how to Learn	Applies new knowledge and skills to the area of design skills in advertising and graphic design [4.3.1]	
6.3 Prepare a corporate identity package	6.3.1 Design a logo	Personal Management	Responsibility	Exerts a high level of effort and perseverance towards goal attainment 3.4.4]	
		Thinking	Seeing Through the Mind's Eye	Visualizes a finished product [4.6.4]	
	6.3.2 Design advertisements, brochures, stationary, and business cards	Personal Management	Responsibility	Pays close attention to details [3.4.8]	
		Thinking	Seeing Through the Mind's Eye	Visualizes a finished product [4.6.4]	
6.4 Produce a visual display using the principles of design	6.4.1 Create a poster to promote a company or product	Personal Management	Responsibility	Exerts a high level of effort and perseverance towards goal attainment 3.4.4]	
		Thinking	Seeing Through the Mind's Eye	Visualizes a finished product [4.6.4]	
	6.4.2 Create a billboard to promote a company or product	Personal Management	Responsibility	Pays close attention to details [3.4.8]	
		Thinking	Seeing Through the Mind's Eye	Visualizes a finished product [4.6.4]	

Unit 7: Computer Skills

Hours: 40

Terminology: Bit, Compression, Crop tool, Cursor, Desktop, File, Folder, Gigabyte, Icon, Megabyte, Menu, Menu bar, Palette, Pen tool, Pixel, RAM, Resolution, Scanner, Selection tool, Text tool, Tools

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
7.1 Define terms used in relationship to computer skills in advertising and graphic design	7.1.1 Use terms related to computer skills in advertising and graphic design correctly and appropriately	Foundation	Reading	Applies and understands technical words that pertain to computer skills [1.3.6]	
			Writing	Applies and uses technical words and concepts related to computer skills in advertising and graphic design [1.6.4]	
7.2 Explain essential computer operation skills	7.2.1 Manage computer operations (install applications, connect peripherals, configure desktop environment, basic commands)	Foundation	Science	Uses equipment and techniques related to computer operations [1.4.23]	
			Personal Management	Organizational Effectiveness	Applies knowledge to implement work-related system or practice [3.3.4]
	7.2.2 Manage file storage (files, folders, directories, data backup, disk management)	Personal Management	Organizational Effectiveness	Applies knowledge to implement work-related system or practice [3.3.4]	
			Thinking	Knowing how to Learn	Uses available resources to acquire new skills or improve skills [4.3.4]
7.2.3 Compress or alter files	Thinking	Knowing how to Learn	Uses available resources to apply new skills [4.3.6]		
7.3 Explain how Illustrator or other industry-standard software is used to develop advertising products	7.3.1 Create simple illustrations	Thinking	Creative Thinking	Uses imagination to create something new [4.1.1]	
			Creative Thinking	Applies personal style to a drawing [4.1.11]	
	7.3.2 Add color to illustrations using multiple tools	Thinking	Knowing how to Learn	Uses available resources to apply new skills [4.3.6]	

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
	7.3.3 Use text tools and type palettes	Personal Management	Responsibility	Maintains a high level of concentration in completion of a task [3.4.9]	
		Thinking	Knowing how to Learn	Uses available resources to apply new skills [4.3.6]	
	7.3.4 Use layer palettes	Thinking	Decision Making	Applies new knowledge and skills to the skill of layer palettes in advertising and graphic design [4.3.1]	
	7.3.5 Adjust print specifications	Foundation	Science	Uses equipment and techniques related to advertising and graphic design [1.4.23]	
		Personal Management	Career Awareness, Development, and Mobility	Comprehends ideas and concepts related to advertising and graphic design [3.1.3]	
7.4	Discuss basic techniques used to create advertising images using Photoshop or other industry-standard software	7.4.1 Navigate the workspace including the menu bar, status bar, toolbox, and palettes	Foundation	Science	Uses equipment and techniques related to advertising and graphic design [1.4.23]
			Personal Management	Career Awareness, Development, and Mobility	Comprehends ideas and concepts related to advertising and graphic design [3.1.3]
		7.4.2 Resize images	Thinking	Decision Making	Applies new knowledge and skills to advertising and graphic design [4.3.1]
		7.4.3 Crop a photograph/graphic	Thinking	Knowing how to Learn	Uses available resources to apply new skills [4.3.6]
		7.4.4 Adjust image modes and color selection	Thinking	Knowing how to Learn	Uses available resources to acquire new skills or improve skills [4.3.4]
		7.4.5 Apply artistic manipulation	Personal Management	Responsibility	Maintains a high level of concentration in completion of a task [3.4.9]
			Thinking	Knowing how to Learn	Uses available resources to apply new skills [4.3.6]

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS		
What the Student Should be Able to Do		What the Instruction Should Reinforce		
7.5 Discuss basic techniques and processes used to create page layouts using In-Design or other industry-standard software	7.5.1 Navigate the workspace including the menu bar, status bar, toolbox, and palettes	Foundation	Science	Uses equipment and techniques related to advertising and graphic design [1.4.23]
	7.5.2 Set up the dimensions and multiple formats for a specific substrate	Personal Management	Career Awareness, Development, and Mobility	Comprehends ideas and concepts related to advertising and graphic design [3.1.3]
		Foundation	Science	Uses equipment and techniques related to advertising and graphic design [1.4.23]
	7.5.3 Use text tools and type palettes	Personal Management	Career Awareness, Development, and Mobility	Comprehends ideas and concepts related to advertising and graphic design [3.1.3]
7.5.4 Adjust print specifications	Thinking	Knowing how to Learn	Uses available resources to acquire new skills or improve skills [4.3.4]	
7.6 Prepare a publication using page layout software	7.6.1 Produce a four page newsletter with mixed content such as columns, graphics, sidebars, etc.	Thinking	Knowing how to Learn	Uses available resources to apply new skills [4.3.6]
		Personal Management	Responsibility	Sets high standards for self in completion of a task [3.4.9]
		Thinking	Reasoning	Comprehends ideas and concepts related to advertising and graphic design [4.5.2]
			Seeing Through the Mind's Eye	Visualizes a finished product [4.6.4]

Unit 8: Career Development

Hours: 10

Terminology: Competency, Interview, Portfolio, Professional development program, Professionalism, Resume', SkillsUSA

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
8.1 Define terms related to career development in the advertising and graphic design industry	8.1.1 Use terms related to career development in advertising and graphic design correctly and appropriately	Foundation	Reading	Applies and understands technical words that pertain to career development [1.3.6]	
			Writing	Applies/Uses technical words and concepts related to advertising and graphic design [1.6.4]	
8.2 Discuss the contents of a personal portfolio for a person seeking employment in the advertising and graphic design industry	8.2.1 Assemble a portfolio including a cover letter, a resume, and current work samples	Personal Management	Self Esteem	Comprehends the importance of a positive self-concept [3.5.1]	
			Self Esteem	Develops self-confidence by creating a resume' which promotes personal strengths/abilities [3.5.5]	
			Self Esteem	Presents positive personal references of education and work experience [3.5.8]	
	8.2.2 Maintain a portfolio by updating and customizing the content	Personal Management	Career Awareness, Development and Mobility	Monitors progress toward goal attainment [3.1.10]	
			Self-Esteem	Presents positive personal references of education and work experience [3.5.8]	
	8.2.3 Maintain a list of professional competencies which demonstrate abilities in advertising and graphic design skills	Foundation	Writing	Produces neat, legible document from typewriter or computer [1.6.15]	
Personal Management			Self-Esteem	Presents positive image of personal attitudes and abilities [3.5.7]	

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
8.3 Describe the benefits of participating in the SkillsUSA student organization	8.3.1 Participate in SkillsUSA student organization activities	Interpersonal Skills	Teamwork	Demonstrates understanding, friendliness, adaptability, empathy, and politeness in new and ongoing group settings [2.6.3]	
			Teamwork	Works effectively with others to reach a common goal [2.6.6]	
	8.3.2 Demonstrate professionalism through student organization activities	Interpersonal Skills	Leadership	Encourages/Motivates members of a group or team [2.4.6]	
			Personal Management	Integrity/Honest/Work Ethic	Follows established rules, regulations, and policies [3.2.5]
			Responsibility	Exerts a high level of effort and perseverance towards goal attainment [3.4.4]	

Glossary

Unit 1: Lab Safety

1. Fire escape path – A path designated by school officials whereby students are moved away from a fire
2. Fire extinguisher – A portable or wheeled apparatus for putting out small fires by effecting fire-extinguishing chemicals
3. OSHA – Occupational Safety and Health Administration
4. Tornado escape path – A path designated by school officials whereby students are moved to a tornado shelter
5. Toxicity – The nature of a substance which makes toxic or poisonous

Unit 2: Advertising Design

1. Account executive – An advertising agency employee who works in the area of consultation and the selling of services to prospective clients
2. Advertising – The business of preparing advertisements for publication or broadcast
3. Advertising agency – An agency which provides prospective clients consultation and the production of advertising components which are designed to promote products and services
4. Art director – The person in an advertising agency responsible for ideation and for art and design decisions
5. Audience – The readers or viewers to whom your message is directed
6. Electronic media – A medium which displays messages through electronic means such as television, radio, computer, internet, etc.
7. Graphic designer – An individual who applies artistic and communication skills to the needs of business and industry
8. Identity (Corporate) – An identifying mark, such as a logo or a trademark, or message which communicates a great deal about a product, service, company or organization
9. Marketing director – The person in an advertising agency responsible for all aspects of marketing
10. Message – What needs to be communicated in an advertisement or publication
11. Multimedia – Using, involving, or encompassing several media - particularly computer or electronic media
12. Print media – A medium which uses equipment to produce printed materials such as newspapers, magazines, direct mail, posters and billboards, etc.

Unit 3: Elements and Principles of Design

1. Balance – An equal distribution of weight
2. Color – A hue as contrasted with black, white, or gray
3. Contrast – Refers to the difference in values, colors, textures, shapes, and other elements
4. Emphasis – A technique used by artists to create dominance and focus in their work
5. Form – Describes the volume and mass, or the three-dimensional aspects of objects that take up space
6. Hue – The name of a color, that is red or green, blue or yellow
7. Intermediate colors – Yellow-orange, red-orange, red-violet, blue-violet, blue-green, and yellow-green
8. Line – A mark made by a tool as it is drawn across a surface
9. Movement – A technique used by artists to direct viewers through their work, often to a focal area
10. Pattern – The use of art elements in planned or random repetitions to enhance surface or artwork
11. Primary colors – Red, Blue, and Yellow
12. Rhythm – The repetition of visual movement - colors, shapes, or lines
13. Saturation – The brightness or dullness of a color; also called intensity and chroma
14. Secondary colors – Violet, Orange and Green
15. Shape – The general outline of an object or subject
16. Space – A three dimensional volume that can be empty or filled with objects. Space that appears three dimensional on a two dimensional surface is an illusion that creates a feeling of actual depth
17. Texture – The tactile quality of a surface or the representation of such a surface quality
18. Unity – When all the elements in a design look as though they belong together; an integrated whole
19. Value – The range of lightness or darkness of a color, that is, a light red or a dark red

Unit 4: Illustration Theory

1. Abstract – Having only intrinsic form with little or no attempt at pictorial representation
2. Illustration – Images that serve a purpose and clarify an idea or text
3. Medium – A liquid, paste, viscous, solid, or other vehicle (substance) into which pigments or dyes have
4. Perspective – A schematic way of translating three-dimensional space onto the two-dimensional surface
5. Realism – Fidelity in art and literature to nature or to real life and to accurate representation without idealization
6. Stylized – To represent or design according to a style or stylistic pattern rather than according to nature

Unit 5: Typography

1. Ascender – The letter stroke that extends above the x height on which the character stands
2. Descender – A stroke of a lowercase letter that extends below the baseline
3. Font – A complete assortment of printing types of a single size and face (style or design)
4. Kern – To adjust space between two characters
5. Leading – The space between lines of type (measured in points)
6. Point – A unit of measurement approximately $1/72$ of an inch. All typefaces are measured in points
7. Sans serif – A race or species of type without serifs (usually containing monotonal letter strokes)
8. Serif – The finishing stroke at the end of a primary stroke of a character
9. Text – Reading matter
10. Typeface – The distinctive design of an alphabet of letters and related characters
11. Typography – Letter forms produced by mechanical means, usually computer

Unit 6: Design Skills

1. Asymmetry – The arrangement of dissimilar or unequal elements of equal weight on a page
2. Brochure – A booklet or pamphlet
3. Comprehensive – A completed detailed layout (also called a comp)
4. Contrast – Diversity of elements in color, shape, and value
5. Harmony – Where all elements in a layout work together
6. Layout composition – A complete entity, something meant to be sensed as a whole
7. Letterhead – A sheet of stationery printed with the name, address, and logo, if applicable, of an organization
8. Logo – An identifying mark for a product, service, or organization; also called a trademark
9. Paste-up – The process of fixing type and other elements on a grid or page for plate making
10. Proof – A preliminary print used to detect errors before the final printing
11. Rough sketch – Sketches which are larger and more refined than thumbnail sketches and show the basic elements in a design
12. Symmetry – The balanced arrangement of similar or identical elements so that they are evenly distributed on either side of an imaginary vertical axis, like a mirror image
13. Thumbnail sketch – Preliminary, small, quick, rough designs or drawings of ideas

Unit 7: Computer Skills

1. Bit – The smallest piece of digitally coded information A bit is either on or off
2. Compression – A means to reduce the size of data in order to save space or transmission time
3. Crop tool – A tool which is used to crop out unwanted areas in a graphic image (particularly photographs)
4. Cursor – A movable marker or position indicator on the screen to show you where you are
5. Desktop – The main screen on a computer which uses icons to organize programs, files and folders
6. File – A collection of stored information with matching formats, the computer version of file cabinets
7. Folder – A means to organize information that is stored in files
8. Gigabyte – A measure of computer memory, disk space, and similar storage venues that is equal to 1024 megabytes
9. Icon – A small graphic image that identifies a tool, file, or command displayed on a computer screen
10. Megabyte – A measure of computer memory, disk space, application size and the like that is equal to 1024 K (1,048,576)
11. Menu – A list of commands that appear when you point to and press the menu title in the menu bar
12. Menu bar – The area at the top of the desktop window that lists the menus
13. Palette – A floating window within an application that sits above open documents so contents can be accessed easily
14. Pen tool – A drawing tool which utilizes Bezier curves to create image paths
15. Pixel – The smallest part of a graphic that can be controlled through a software program
16. RAM – Acronym for Random Access Memory, where the computer holds system software, programs, and data that are currently in use
17. Resolution – The sharpness or clarity of an image on screen or on paper, and how much detail can be seen. It is usually determined by the number of dots (pixels) per square inch – the more there are, the higher the resolution
18. Scanner – A hardware device that reads information from a photograph, image, or text, converting it to a bit-map graphic
19. Selection tool – A tool which selects objects in order to edit or manipulate them
20. Text tool – A tool which is used to crop out unwanted areas in a graphic image (particularly photographs)
21. Tools – A collection of tools used to produce text, also called an I-beam pointer

Unit 8: Career Development

1. Competency – Degree of ability to perform a task
2. Interview – A formal personal meeting, especially one arranged for formal discussion or to evaluate an applicant
3. Portfolio – A developmental collection of your work including documentation of your achievements
4. Professional development program – A SkillsUSA program which helps students make a smooth transition from school to work
5. Professionalism – The conduct, aims, or qualities that characterize or mark a profession or a professional person
6. Resume' – A summary, especially of one's personal history and employment experience
7. SkillsUSA – An organization for students in technical, skilled and service careers, including health careers