

# Intermediate 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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# Curriculum Content Frameworks

## Intermediate Advertising and Graphic Design

Grade Levels 10, 11, 12

Prerequisite: Fundamentals of Advertising and Graphic Design

Course Code: 494170

Course Description: This is a core course emphasizing the integration of computer skills and knowledge of software used in the market place.

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# Unit 1: Advanced Design Skills

Hours: 40

Terminology: Animation, Content, File format, Justification, Layout, Links, Marquee, Master page, Navigation, Packaging, Proof, Raster images, Retouching, pacing, Text wrapping, Transitional effects, Vector graphics, Visual presentation, Web page

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
1.1 Define terms related to advanced and graphic design skills	1.1.1 Use terms related to advanced design skills correctly and appropriately	Foundation	Reading	Applies and understands technical words that pertain to advanced design skills [1.3.6]
			Listening	Comprehends ideas and concepts related to advertising and graphic 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 advanced features of illustrator	1.2.1 Demonstrate use of advanced type and measurement features	Thinking	Knowing how to Learn	Applies new knowledge and skills to advanced type and measurement skills [4.3.1]
	1.2.2 Modify illustrations	Personal Management	Responsibility	Pays close attention to details [3.4.8]
	1.2.3 Apply filters and effects	Thinking	Seeing Through the Mind's Eye	Visualizes a finished product [4.6.4]
		Personal Management	Responsibility	Exerts a high level of effort and perseverance towards goal attainment [3.4.4]
	1.2.4 Use raster images correctly and appropriately	Thinking	Seeing Through the Mind's Eye	Visualizes a finished product [4.6.4]
	1.2.5 Use templates for rendering an illustration	Thinking	Knowing how to Learn	Applies new knowledge and skills to raster images [4.3.1]
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]

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>		
What the Student Should be Able to Do		What the Instruction Should Reinforce		
<b>Knowledge</b>	<b>Application</b>	<b>Skill Group</b>	<b>Skill</b>	<b>Description</b>
	1.2.6 Save files in native formats	Thinking	Knowing how to Learn	Applies new knowledge and skills to saving files in native formats [4.3.1]
	1.2.7 Export files to other file formats	Thinking	Reasoning	Comprehends ideas and concepts related to file formats [4.5.2]
			Decision Making	Evaluates information/data to make best decision [4.2.5]
1.3 Examine advanced features of Photoshop	1.3.1 Use selection tools	Personal Management	Responsibility	Exerts a high level of effort and perseverance towards goal attainment [3.4.4]
		Thinking	Knowing how to Learn	Applies new knowledge and skills to the use of selection tools [4.3.1]
	1.3.2 Use layers to move, copy and transform	Personal Management	Responsibility	Exerts a high level of effort and perseverance towards goal attainment [3.4.4]
		Thinking	Knowing how to Learn	Applies new knowledge and skills to manipulate layers [4.3.1]
	1.3.3 Use masks and channels	Personal Management	Responsibility	Exerts a high level of effort and perseverance towards goal attainment [3.4.4]
		Thinking	Knowing how to Learn	Applies new knowledge and skills to masks and channels [4.3.1]
	1.3.4 Use type palettes and text wrapping	Personal Management	Responsibility	Exerts a high level of effort and perseverance towards goal attainment [3.4.4]
		Thinking	Knowing how to Learn	Applies new knowledge and skills to palettes and text wrapping [4.3.1]
	1.3.5 Use painting tools	Personal Management	Responsibility	Exerts a high level of effort and perseverance towards goal attainment [3.4.4]
		Thinking	Knowing how to Learn	Applies new knowledge and skills to painting tools [4.3.1]
	1.3.6 Use retouching tools	Personal Management	Responsibility	Exerts a high level of effort and perseverance towards goal attainment [3.4.4]
		Thinking	Knowing how to Learn	Applies new knowledge and skills to retouching tools [4.3.1]

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	
	1.3.7 Produce a related series of images in which elements are altered and utilized in a completed computer generated product	Thinking	Reasoning	Comprehends ideas and concepts related to altering and utilizing elements of images [4.5.2]	
			Seeing Through the Mind's Eye	Visualizes a finished product [4.6.4]	
1.4 Demonstrate advanced features of In-Design or other industry standard page layout software	1.4.1 Create master pages using columns in a multi-page publication	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]	
	1.4.2 Utilize text boxes in the construction of a publication	Thinking	Knowing how to Learn	Applies new knowledge and skills to text boxes in the construction of a publication [4.3.1]	
	1.4.3 Use text wrapping with graphics		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]
	1.4.4 Manipulate graphics		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]
	1.4.5 Create and use templates		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]
	1.4.6 Create various layouts demonstrating appropriate use of type selection, spacing, justification, and text manipulation		Thinking	Knowing how to Learn	Applies new knowledge and skills to various computer text layouts [4.3.1]
			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]

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application		Skill Group	Skill	Description
	1.4.7	Collect document information for output and print a proof	Thinking	Knowing how to Learn	Uses available resources to acquire new skills or improve skills [4.3.4]
				Knowing how to Learn	Uses available resources to apply new skills [4.3.6]
1.5 Demonstrate web design graphic skills	1.5.1	Develop a plan for creating a web page	Thinking	Creative Thinking	Uses imagination to create something new in creating a web page [4.1.1]
				Problem Solving	Devises and implements a plan of action to resolve a problem [4.4.3]
	1.5.2	Create a theme for a web page	Thinking	Creative Thinking	Uses imagination to create something new to create a theme for a web page [4.1.1]
				Seeing Through the Mind's Eye	Visualizes a finished product [4.6.4]
	1.5.3	Insert and modify text on a web page	Thinking	Knowing how to Learn	Applies new knowledge and skills to text on a web page [4.3.1]
	1.5.4	Insert a graphic on a web page	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 in graphics for a web page [4.3.6]
	1.5.5	Modify the position and appearance of a graphic on a web page	Thinking	Problem Solving	Interprets drawings to solve design problems using graphics on a web page [4.4.7]
			Seeing Through the Mind's Eye	Visualizes a finished product [4.6.4]	
1.5.6	Create a marquee for a web page	Thinking	Creative Thinking	Uses imagination to create a marquee for a web page [4.1.1]	
			Seeing Through the Mind's Eye	Visualizes a finished product [4.6.4]	
1.5.7	Add animation to a web page element	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 to animation on a web page [4.3.6]	

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
	1.5.8 Create links and transitional effects for a web page	Thinking	Creative Thinking	Uses imagination to create links and transitional effects [4.1.1]	
			Seeing Through the Mind's Eye	Visualizes a finished product [4.6.4]	
1.6 Describe the process of creating computer based animation for multimedia projects	1.6.1 Import images	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 in importing images [4.3.6]	
	1.6.2 Create and modify vector graphics	Thinking	Creative Thinking	Creates new design by applying specified criteria [4.1.3]	
				Knowing how to Learn	Uses available resources to apply new skills to create and modify vector graphics [4.3.6]
	1.6.3 Organize content with layers	Personal Management	Responsibility	Maintains a high level of concentration in completion of a task [3.4.9]	
				Thinking	Knowing how to Learn
	1.6.4 Modify colors used in graphics	Thinking	Knowing how to Learn	Applies new knowledge and skills to modifying colors used in graphics [4.3.1]	
	1.6.5 Create mask effects	Thinking	Creative Thinking	Uses imagination to create mask effects in advertising and graphic design [4.1.1]	
Decision Making				Comprehends ideas and concepts related to mask effects [4.2.2]	
1.6.6 Animate using timeline effects	Thinking	Creative Thinking	Creates new design by applying specified criteria [4.1.3]		
			Knowing how to Learn	Uses available resources to apply new skills to animate using timeline effects [4.3.6]	
1.6.7 Create navigation systems	Thinking	Creative Thinking	Uses imagination to create something new in navigation systems [4.1.1]		
			Knowing how to Learn	Applies new knowledge and skills to creating navigation systems [4.3.1]	

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
	1.6.8 Add interactivity to animations	Thinking	Creative Thinking	Creates new design by applying specified criteria to add interactivity to animations [4.1.3]
			Knowing how to Learn	Uses available resources to apply new skills in interactivity to animations [4.3.6]
1.7 Explain techniques used to construct an effective package design	1.7.1 Identify tools used in creating models for package design	Interpersonal Skills	Teamwork	Contributes to group with ideas, suggestions, and effort [2.6.2]
		Thinking	Reasoning	Comprehends ideas and concepts related to advertising and graphic design [4.5.2]
	1.7.2 Produce an original container or package design for a particular product	Personal	Responsibility	Sets high standards for self in completion of a task in producing a particular product [3.4.9]
		Thinking	Reasoning	Comprehends ideas and concepts related to producing designs for a particular project in advanced design skills [4.5.2]
			Seeing Through the Mind's Eye	Visualizes a finished product [4.6.4]
1.8 Identify the client's corporate message and mission	1.8.1 Discuss how to visually communicate the client's message and mission	Foundation	Speaking	Organizes ideas and communicates oral messages to listeners [1.5.7]
		Thinking	Seeing Things in the Mind's Eye	Uses senses to perceive in communicating a client's message and mission [4.6.5]
	Describe how the client's corporate identity influences the overall visual presentation	Foundation	Speaking	Organizes ideas and communicates oral messages to listeners [1.5.7]
		Thinking	Seeing Things in the Mind's Eye	Uses senses to perceive the visual presentation of a client's identity [4.6.5]

## Unit 2: Photography

### Hours: 40

Terminology: Analog images, Calibrate, Digital images, Digital photography, Display, Lighting, Mat, Photography, Processing

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>			
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 traditional and digital photography in the advertising and graphic design industry	2.1.1 Use terms related to photography correctly and appropriately	Foundation	Reading	Applies and understands technical words that pertain to photography in advertising and graphic design [1.3.6]	
			Listening	Comprehends ideas and concepts related to photography in Advertising Design [1.2.1]	
			Writing	Uses words appropriately [1.6.21]	
			Speaking	Applies/uses technical terms as appropriate to audience [1.5.2]	
2.2 Explain the use of principles and elements of design in photographic works	2.2.1 Compare photographic media from traditional and digital processes	Thinking	Reasoning	See relationship between two or more ideas, objects, or situations [4.5.5]	
	2.2.2 Calibrate computer and printer for color accuracy	Thinking	Reasoning	Comprehends ideas and concepts related to color accuracy in advertising design [4.5.2]	
	2.2.3 Convert analog images to digital images	Thinking	Knowing how to Learn	Applies new knowledge and skills to digital imaging [4.3.1]	
	2.2.4 Demonstrate different types of lighting	Personal Management	Responsibility	Exerts a high level of effort and perseverance towards goal attainment [3.4.4]	
		Thinking	Knowing how to Learn	Applies new knowledge and skills to lighting in advertising design [4.3.1]	
2.2.5 Produce a variety of digital images	Thinking	Reasoning	Comprehends ideas and concepts related to digital images in advertising design [4.5.2]		
			Seeing Through the Mind's Eye	Visualizes a finished product [4.6.4]	

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
<b>Knowledge</b>	<b>Application</b>	<b>Skill Group</b>	<b>Skill</b>	<b>Description</b>	
2.3 Demonstrate the use of photogenic images in advertising and graphic design	2.3.1 Demonstrate shooting photographs for publication	Foundation	Science	Applies knowledge to complete a practical task in shooting photographs [1.4.3]	
		Personal Management	Responsibility	Maintains a high level of concentration in completion of a task [3.4.7]	
	2.3.2 Demonstrate processing and the output of photographs for publication	Foundation	Science	Applies knowledge to complete a practical task in processing photographs [1.4.3]	
		Personal Management	Responsibility	Maintains a high level of concentration in completion of a task [3.4.7]	
	2.3.4 Mat and display a photograph	Foundation	Science	Applies knowledge to complete a practical task in matting and displaying of photographs [1.4.3]	
		Personal Management	Responsibility	Maintains a high level of concentration in completion of a task [3.4.7]	

## Unit 3: Career Development

### Hours: 40

Terminology: Application, Budget, Career action plan, Career portfolio, Communication skills, Conflict resolution, Copyright, Freelance, Kuder, Letter of recommendation, Market theory, Performance evaluation, Personal management, Punctuality, Resume, Self-discipline, Time management, Work ethic, Workforce diversity

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 career development in advertising and graphic design	3.1.1 Use terminology appropriately in the career development process		Foundation	Listening	Comprehends ideas and concepts related to plans in Career Development [1.2.1]
				Writing	Applies words appropriately [1.6.21]
3.2 Locate and identify career opportunities that appeal to personal career goals	3.2.1 Research career opportunities and interpret career information		Personal Management	Career Awareness, Development, and Mobility	Develops skills to locate, evaluate, and interpret career information [3.1.4]
	3.2.2 Identify job requirements and work environment		Personal Management	Career Awareness, Development, and Mobility	Develops skills to locate, evaluate, and interpret career information [3.1.4]
	3.2.3 Identify educational and credentialing requirements and industry certification		Personal Management	Career Awareness, Development, and Mobility	Identifies education and training needed to achieve goals [3.1.8]
3.3 Demonstrate ethical actions in advertising and graphic design	3.3.1 Evaluate situations in which ethics is an issue		Personal Management	Integrity/Honest/Work Ethic	Chooses ethical course of action [3.2.1]
3.4 Review and update a personal career portfolio	3.4.1 Maintain and update a personal career portfolio		Personal Management	Career Awareness, Development, and Mobility	Monitors progress toward goal attainment [3.1.10]
			Personal Management	Self-Esteem	Comprehends the importance of a positive self-concept [3.5.1]
	3.4.2 Create a personal promotion brochure		Personal Management	Responsibility	Exerts a high level of effort and perseverance towards goal attainment [3.4.4]
				Self-Esteem	Comprehends the importance of a positive self-concept [3.5.1]

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
	3.4.3 Write an evaluation of personal work experience	Personal Management	Career Awareness, Development, and Mobility	Analyzes own knowledge, skills, and ability [3.1.2]
	3.4.4 Document technology skills, software applications		Self-Esteem	Presents positive personal references of education and work experience [3.5.8]
3.5 Review job seeking skills	3.5.1 Revise job seeking tools	Personal Management	Career Awareness, Development, and Mobility	Monitors progress toward goal attainment [3.1.10]
3.6 Explore business practices	3.6.1 Analyze self-employment practices	Personal Management	Career Awareness, Development, and Mobility	Analyzes own knowledge, skills, and abilities [3.1.2]
3.7 Explain the benefits of participating in student organizations	3.7.1 Demonstrate leadership skills in a student organization	Interpersonal Skills	Leadership	Accept Responsibility for Others [2.4.1]
			Teamwork	Demonstrates understanding, friendliness, adaptability, empathy, and politeness in new and ongoing group settings
		Personal Management	Organizational Effectiveness	Promotes the goals and values of the organization [3.3.8]

# Glossary

## Unit 1: Advanced Design Skills

1. Animation – A moving graphic that may also have sound
2. Content – The information being communicated in an advertisement or design
3. File format – A specific format in which an image is saved
4. Justification – Type on a page that is flush on both the left and right side of a publication
5. Layout – Arrangement of types and visuals on a printed or digital page
6. Links – References on a Web page that allow you to connect to another Web page
7. Marquee – A sizable and movable frame that identifies a selected portion of a bit-mapped image
8. Master page – A single page that defines the look and feel that you want for all pages in your application
9. Navigation – That which facilitates movement from one Web page to another
10. Packaging – The container or wrapping for a product
11. Proof – A preliminary or trial version of a publication for review
12. Raster images – A shape that is converted into a bit-mapped object
13. Retouching – The process of digitally enhancing a graphic
14. Spacing – The act of arranging with intervening spaces
15. Text wrapping – A feature supported by many word processors that enables you to surround a picture or diagram with text
16. Transitional effects – Visual alterations in the way a particular Web page changes to the next one
17. Copy – The text, or written part of an advertisement
18. Vector graphics – A method of electronically coding graphic images so they are represented in lines rather than fixed bit maps
19. Visual presentation – Conveying advertisements or ideas to an audience using graphics
20. Web page – A document on the World Wide Web, consisting of an HTML file and any related files for scripts and graphics

## Unit 2: Photography

1. Analog images – Photographic images made by a progressive changing image medium
2. Calibrate – To check, adjust, or determine by comparison with a standard
3. Digital Images – A picture in electronic form
4. Digital photography – The manipulation of photographs by computer
5. Display – A small screen on the back of a digital camera for generating a visual representation of a photograph
6. Lighting – Includes both artificial light sources such as lamps and natural illumination such as daylight
7. Mat – Boards specifically designed to apply a photograph to
8. Photography – The art or process of producing images of objects on photosensitive surfaces
9. Processing – Producing an image from exposed film or photographic paper by developing, fixing, and washing it

## Unit 3: Career Development

1. Application -- Process of applying for employment. It includes written application for employment or personal appearance.
2. Budget -- An itemized list of expected income and expense for a given period in the future
3. Career Action Plan -- An education/training plan used by students when developing a course of action to reach a career goal
4. Career portfolio -- An organizational tool used to document personal growth toward a career goal containing assessments, interest inventories, work samples, education, skills, goals, and plans used to apply to college, training programs, or job application
5. Communication skills - The ability to convey a message through various forms and receive feedback
6. Conflict resolution -- The settling of differences so that people may work together effectively
3. Copyright – A legal concept enacted by most national governments, that gives the creator of an original work exclusive rights to it, for a limited period of time
4. Freelance – To pursue a profession without a long-term commitment to any one employer
5. Kuder -- A comprehensive tool with the self assessment resources, education planning, and occupation exploration features to help students with their career development
6. Letter of recommendation -- A written document that assesses the qualities, characteristics, and capabilities of a person, which is typically related to employment, college program admission, or scholarship eligibility
7. Market theory -- Current theory of marketing
8. Performance evaluation - An examination or judgment of an employee's work efficiency
9. Personal Management -- A self awareness and management process to develop skills necessary to maximize personal growth
10. Punctuality -- Strict observance to arriving to engagements on time; promptness
11. Resume -- A formal document that sums up a person's professional and educational experience
12. Self discipline -- Training oneself to improve behavior to comply with employer expectations
13. Time management -- Tools or techniques used for planning and scheduling time, usually with the aim to increase effectiveness and/or efficiency
14. Work ethic -- Set of values based on moral virtues of hard work and diligence
15. Workforce diversity -- Differences among employees in the workplace