

GRAPHIC DESIGN: ADVERTISING DESIGN (180 Hours)

Course No.: 70-65-60

COMPETENCY CHECKLIST

Student Name _____

Teacher Name _____ School Site _____

Start Date _____ Completion Date _____ Certificate Date _____

Teacher Signature _____ Student Signature _____

(Signatures verify completion of course competencies)

A. ADVERTISING DESIGN PRINCIPLES AND SAFETY

(24 hrs)

- _____ 1. Review safety guidelines
- _____ 2. Pass the safety test with 100% accuracy
- _____ 3. Strategies/tactical principles
- _____ 4. Media: static/motion/sound media
- _____ 5. Development of advertising proposal
- _____ 6. Composition techniques
- _____ 7. Fast conceptualization
- _____ 8. Balance/unity/emphasis/contrast/pattern
- _____ 9. Media/print/web/video
- _____ 10. Management strategies
- _____ 11. Define usability
- _____ 12. Usability in advertising design
- _____ 13. Importance of knowing the audience
- _____ 14. Produce/save 3 renderings in pencil/pen

B. LOGO DESIGN AND ILLUSTRATIONS (36 hrs)

- _____ 1. Vector-based image
- _____ 2. Use tools & techniques in Adobe Illustrator
- _____ 3. Complete exercises in Adobe Illustrator
- _____ 4. Scanning procedures
- _____ 5. Tracing scanned artwork with vector apps
- _____ 6. From sketching to finalized computer output
- _____ 7. Finished color illustration
- _____ 8. Basic logo design principles
- _____ 9. Readability
- _____ 10. Importance of readability in logo design
- _____ 11. Basic elements of vector-based application
- _____ 12. Digital art for output & save in portfolio
- _____ 13. Uses of art/illustration in various media
- _____ 14. Design/produce/save black-white illustrations
- _____ 15. Design/produce/save color graphic illustrations
- _____ 16. Create & save 3 color stationary packages

C. DESKTOP IMAGING AND DESKTOP PUBLISHING

APPLICATIONS (60 hrs)

- _____ 1. Raster-base image
- _____ 2. Vector-based vs. raster-based applications
- _____ 3. Basic elements of type
- _____ 4. History of typography
- _____ 5. Basic typographical elements
- _____ 6. Correctly identify typefaces & measurements
- _____ 7. How to calculate measurements
- _____ 8. How to select type techniques
- _____ 9. Font management techniques in computers
- _____ 10. Proper file management and organization
- _____ 11. Color theory
- _____ 12. Techniques used in Adobe Photoshop
- _____ 13. Techniques used in Adobe Illustrator
- _____ 14. Techniques used in Adobe InDesign
- _____ 15. Use Photoshop &/or Illustrator in pre-press
- _____ 16. Use InDesign in lay outs

D. ELECTRONIC FILE MANAGEMENT (8 hrs)

- _____ 1. Develop a solid naming convention
- _____ 2. Media limitations on file names
- _____ 3. Proper use of headings
- _____ 4. Proper document structure to ensure access

E. WEBSITE ADVERTISING (16 hrs)

- _____ 1. Website advertising theory
- _____ 2. Fixed/static/animated digital banners
- _____ 3. E-mail advertising techniques
- _____ 4. Examples of email advertising using banners

F. PROJECT PRESENTATION AND DELIVERY (16 hrs)

- _____ 1. Effective communication skills
- _____ 2. Presentation software
- _____ 3. Presentation software currently available

- _____ 4. Prepare & save production notes
- _____ 5. Incorporate advertising format for client
- _____ 6. Rough layout for client's approval prior
- _____ 7. Use of the various presentation tools
- _____ 8. Deliver a sales presentation to one's peers
- _____ 9. Critique sales presentation by other students
- _____ 10. Schedule a sales presentation to a client

G. PROOFREADING AND EDITING (10 hrs)

- _____ 1. Editing marks & techniques used
- _____ 2. Check proofs against 3 originals w/criteria
- _____ 3. Save corrected proofs & original in portfolio

H. RESOURCE MANAGEMENT (2 hrs)

- _____ 1. Define terms related to topic
- _____ 2. Management of resources in industry
- _____ 3. Examples of effective management
- _____ 4. Benefits of effective resource management

I. EMPLOYABILITY SKILLS (8 hrs)

- _____ 1. Complete sample job applications
- _____ 2. Design a résumé
- _____ 3. Submit portfolio for instructor's critique
- _____ 4. Effective customer service techniques
- _____ 5. Role-play a mock interview for employment