

Advertising Design

I. Demonstrate the understanding of general advertising design industry terminology and concepts

Tasks Instructions:

Each number to the right refers to a single student/candidate (1-10). Place a check (✓) in the respective column for the appropriate student/candidate number (1-10) if the skills listed below are observed as stated. Leave blank if not observed. Student/candidate will only get credit for the skills they have demonstrated.

1	2	3	4	5	6	7	8	9	10

Define various concepts related to typography

Explain elements of design and artwork

Describe digital images and the printing process

Safety and infection control are adhered to during all aspects of this task.

The student completed task within the time limited.

Points earned

Total possible points (5)

II. Demonstrate mechanical skills by re-creating a given advertisement/design on the computer within a specified time limit

Tasks Instructions:

1	2	3	4	5	6	7	8	9	10

Demonstrate the skills necessary to prepare art and copy for reproduction electronically

Implement correct size and orientation of advertising or design

Implement correct number and size of thumbnails for design										
Implement correct scaling and color requirements for design										
Exhibit the development of ideas from the thumbnail stage										
Implement media (markers, color pencils, etc.) in the creation of roughs										
Demonstrate professional presentation and technical execution of roughs										
<i>Safety and infection control are adhered to during all aspects of this task.</i>										
<i>The student completed task within the time limited.</i>										
Points earned										
Total possible points (7)										

V. Administer industry standard hardware and software in the creation of the comprehensive portion of the design

Tasks Instructions:

	1	2	3	4	5	6	7	8	9	10
Implement correct size and format for comprehensive portion of the design										
Demonstrate the development of ideas from the rough stage										
Implement clip art, original art, and designs in the creation of the comprehensive design										
Demonstrate professional presentation and technical execution of the comprehensive design										
<i>Safety and infection control are adhered to during all aspects of this task.</i>										
<i>The student completed task within the time limited.</i>										
Points earned										
Total possible points (6)										

VI. Create an Adobe Acrobat PDF file of the creative and mechanical designs developed

Tasks Instructions:

	1	2	3	4	5	6	7	8	9	10
Create an Adobe Acrobat PDF file of the creative design developed										
Create an Adobe Acrobat PDF file of the mechanical design developed										
<i>Safety and infection control are adhered to during all aspects of this task.</i>										
<i>The student completed task within the time limited.</i>										
Points earned										
Total possible points (4)										
Total points earned for all sections (A)										
Total possible points for all sections (B) 36										
Student/candidate score (divide A/B)										