Commercial/Advertising Art
CIP 50.0402
Task Grid

Unit/Standard Number		Proficiency Level Achieved: (X) Indicates Competency Achieved to Industry Proficiency Level
	Secondary Competency Task List	
100	**ORIENTATION**	
101	Investigate career paths and occupational requirements within the profession.	
102	RESERVED	
103	RESERVED	
104	Apply copyright laws in communication.	
160	Identify and follow the Commercial Art program's rules and procedures	
161	Describe and display positive student/teacher, employer/employee, student/worker attributes	
200	**SAFETY**	
201	Follow safety protocols related to ergonomics.	
202	Follow safety requirements for use of hardware, software, and equipment.	
203	Use and maintain hand tools following established safety protocols.	
204	Use, store, and dispose of paints, solvents, and chemicals according to OSHA regulations.	
205	Follow cutting procedures using established safety protocols.	
206	Investigate hazard communication, environmental, and SDS laws.	
300	**DRAWING AND ILLUSTRATION**	
301	Draw using perspective.	
302	Draw basic geometric and organic forms showing texture and tone.	
303	Draw line art.	
304	Apply anatomy concepts in drawing.	
305	Draw from direct observation.	
306	Produce illustrations using various media.	
307	Illustrate using value.	
360	Create line illustrations using technical tools	
361	Create line illustrations with pencil	
362	Create line illustrations with dip pen and markers	
363	Create continuous tone illustrations with pencil	
364	Create continuous tone illustrations with ink wash	
365	Create full color illustrations with color pencils	
366	Create full color illustrations with markers	

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367	Create full color illustrations with dry media	
368	Create full color illustrations with water based media	
400	**COLOR THEORY AND APPLICATION**	
401	Apply the structure of color (hue, saturation, brightness) to generate color solutions.	
402	Apply appropriate color schemes to generate design solutions.	
403	Identify color models including additive and subtractive color.	
500	**DIGITAL IMAGING**	
501	Execute image scanning procedures.	
502	Identify the properties of vector and raster images.	
503	Utilize basic functions of a page layout software.	
504	Utilize intermediate functions of a page layout software.	
505	Utilize basic functions of a vector-based drawing program.	
506	Utilize intermediate functions of a vector-based drawing program.	
507	Utilize basic functions of a raster-based image editing software.	
508	Utilize intermediate functions of a raster-based image editing software.	
509	Utilize use of input, output, and storage devices.	
510	Utilize different file formats.	
511	Organize and manage digital files.	
512	Investigate basic functions of web or mobile design software.	
560	Demonstrate advanced use of page layout software	
561	Demonstrate advanced use of vector-based drawing program	
562	Demonstrate advanced use of image editing software.	
600	**DESIGN, LAYOUT AND PRODUCTION**	
601	Research the history of advertising design.	
602	Apply elements and principles of design.	
603	Interpret a creative or design brief.	
604	Produce thumbnails, roughs, and comprehensive.	
605	Design a logo.	
606	Create a design for a 3-D package.	
607	Utilize basic knowledge of printing processes.	

Unit/Standard Number	High School Graduation Years 2025, 2026, and 2027 **Commercial/Advertising Art CIP 50.0402 Task Grid**	Proficiency Level Achieved: (X) Indicates Competency Achieved to Industry Proficiency Level
608	Design promotional materials.	
609	Prepare files for output.	
610	Utilize printer's marks and color separations.	
611	Utilize basic math functions, proportions, and measurements.	
660	Design a display	
661	Design direct mail samples	
662	Design a brochure	
663	Design a publication	
664	Design a storyboard	
665	Design a digital billboard	
666	Design a poster	
667	Design an advertising layout	
668	Design Infographics	
700	**TYPOGRAPHY**	
701	Identify the anatomy and classification of type.	
702	Identify typographic styles.	
703	Manipulate type through character and paragraph formatting.	
704	Choose and apply an appropriate typeface.	
800	**DIGITAL PHOTOGRAPHY**	
801	Operate a digital camera and accessories.	
802	Compose a photograph through the lens.	
803	Determine lighting options and their effects.	
804	Stabilize a camera.	
805	Download and manage digital images.	
806	Identify principles of the exposure triangle.	
860	Understand relevant file formats.	
861	Post processing of digitial images	
862	Understand terminology of DSLR	
863	Research the history of photography	
900	**PROFESSIONAL PRACTICES**	
901	Prepare and present a portfolio.	
902	Prepare and present a visual concept presentation.	
903	Estimate time, materials and cost for a project.	

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		Commercial/Advertising Art **CIP 50.0402** **Task Grid**	
904	RESERVED		
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906	Participate in critiques of commercial art projects.		
907	Explore current industry trends.		
908	Demonstrate research, employability, and organizational skills.		
909	Create personal branding materials.		
910	Explore the importance of social media as it relates to employability.		
960	Apply team skills to a group project		
961	Understand how to create a professional electronic media presence.		
962	Prepare for career interviews		
3000	**DIGITAL ANIMATION**		
3060	Identify elements of the interactive media interface		
3061	Animate objects with keyframes and tweening.		
3062	Emulate natural movement through easing		
3063	Implement sound files to media projects		
3064	Test, publish, and evaluate a media project.		