

Unit/Standard Number	<u>High School Graduation Years 2022, 2023 and 2024</u>		Proficiency Level Achieved: (X) Indicates Competency Achieved to Industry Proficiency Level
	Commercial/Advertising Art CIP 50.0402 Task Grid		
Secondary Competency Task List			
100	ORIENTATION		
101	Identify 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	Identify 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	Demonstrate cutting procedures following 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 basic 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	Utilize 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.		

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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 digital 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 and materials for a project.	

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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.	