

## 100 ORIENTATION

- ● ● 101 Identify career paths and occupational requirements within the profession.
- 104 Apply copyright laws in communication.

## 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.

## 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.

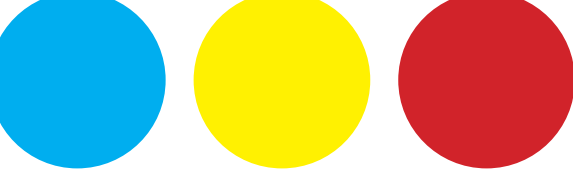
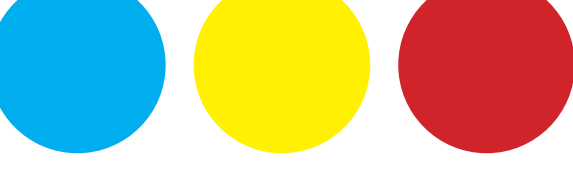

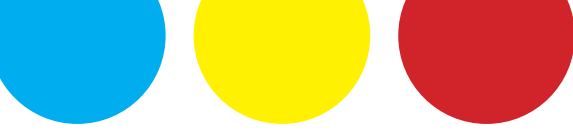
## 500 DIGITAL IMAGING

- 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 a 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.

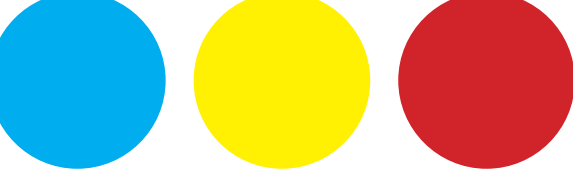
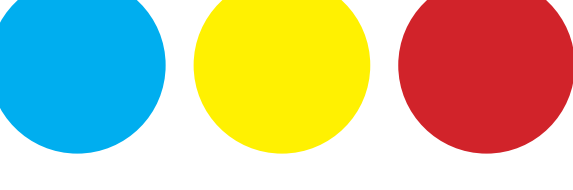
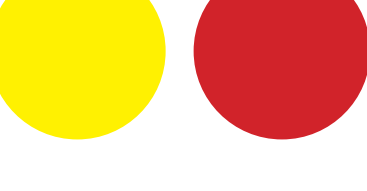
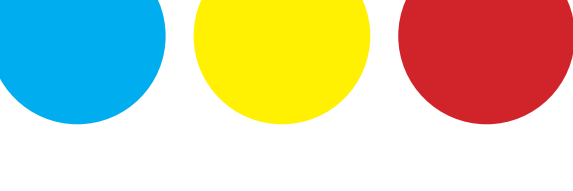
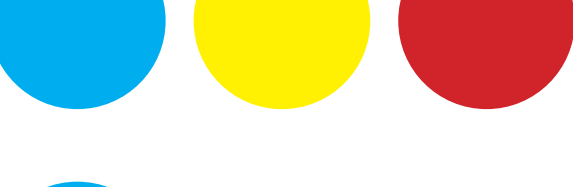

## 600 DESIGN, LAYOUT AND PRODUCTION

-  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.
-  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.

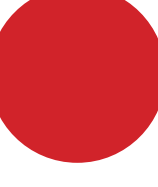
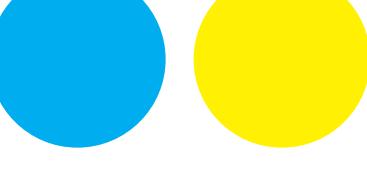
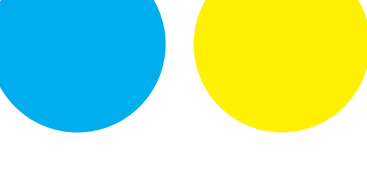
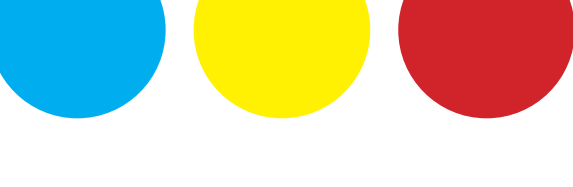
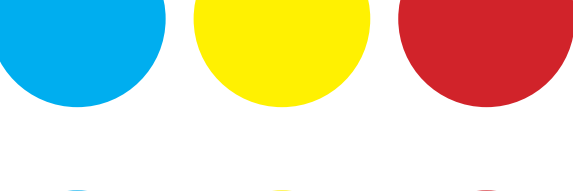
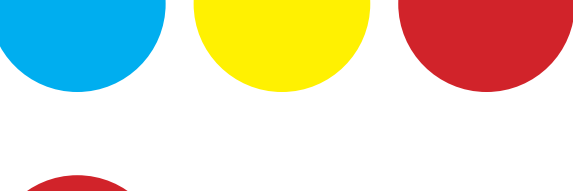
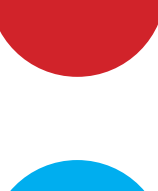
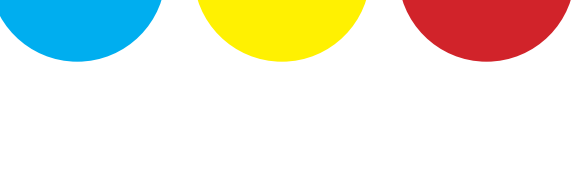
## 700 TYPOGRAPHY

-  701 Identify the anatomy and classification of type.
-  702 Identify typographic styles.
-  703 Manipulate type through character and paragraph formatting.
-  704 Choose and apply appropriate typeface.

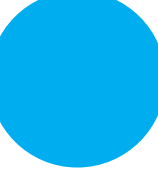
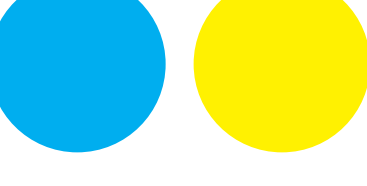
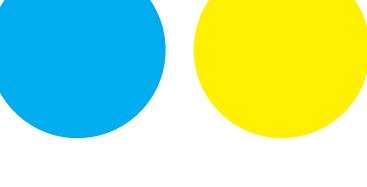
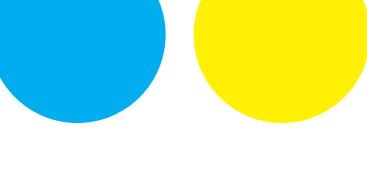

## 800 DIGITAL PHOTOGRAPHY

-  801 Operate digital camera and accessories.
-  802 Compose a photograph through the lens.
-  803 Differentiate lighting options and their effects.
-  804 Stabilize camera.
-  805 Download and manage digital images.
-  806 Identify principles of the exposure triangle.

## 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.
-  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

## LOCAL TASKS

-  L1 Research the History of Printing
-  L2 Explain the various printing methods within the printing industry
-  L3 Print different types of impositions
-  L4 Demonstrate knowledge of paper classifications, paper properties and paper concerns in the digital and offset printing applications
-  L5 Explain various finishing techniques