



CUSTOMIZED TEACHER ASSESSMENT BLUEPRINT

COMMERCIAL AND ADVERTISING ART

Test Code: 5909

Version: 01

Specific competencies and skills tested in this assessment:

Orientation

Identify career paths within the vocational profession
List occupational requirements
Demonstrate research and organizational skills
Identify how copyright laws apply to visual communication

Safety

Operate media presentation equipment
Demonstrate safe practices when using computer hardware and software
Demonstrate safe practices when using and maintaining hand tools
Demonstrate safe practices when using, storing, and disposing of paints, solvents, and chemicals
Demonstrate safe cutting procedures

Hand Drawing and Illustration

Draw objects using linear perspective
Draw basic geometric and organic forms showing texture and tone
Create line art
Apply anatomy concepts in drawing
Draw from direct observation
Produce color illustrations using various media

Color Theory and Application

Apply the basic structure of color (hue, intensity, saturation) to generate color solutions
Apply appropriate color schemes to generate design solutions
Identify and apply additive and subtractive color

Digital Imaging

Demonstrate image scanning procedures
Identify the properties of vector and raster images
Demonstrate basic use of page layout software (e.g., Quark®, InDesign®)
Demonstrate intermediate use of page layout software (e.g., Quark®, InDesign®)
Demonstrate basic use of a vector-based drawing program (e.g., Illustrator®)
Demonstrate intermediate use of a vector-based drawing program (e.g., Illustrator®)
Demonstrate basic use of image editing software (e.g., Photoshop®)
Demonstrate intermediate use of image editing software (e.g., Photoshop®)
Demonstrate use of input, output, and storage devices
Demonstrate the use of the Macintosh® operating system

Commercial and Advertising Art – Teacher (continued)

Digital Imaging (continued)

Demonstrate appropriate use of different file formats
Organize and manage digital files

Design, Layout, and Production

Research the history of advertising design
Apply elements and principles of design
Write a creative brief
Produce thumbnails, roughs, and comprehensive
Design a logo
Create an identity package
Demonstrate basic knowledge of printing processes
Design promotional materials
Prepare files for output
Demonstrate knowledge of color separations
Demonstrate knowledge of printer's marks and measurements

Typography

Identify the anatomy and classification of type
Identify typographic styles
Manipulate type through character and paragraph formatting
Choose and apply appropriate typeface

Digital Photography

Operate digital camera and accessories
Compose a photograph through the lens
Demonstrate use of lighting
Demonstrate ability to physically stabilize camera

Professional Preparation

Prepare a portfolio
Participate in the interview process
Inventory personal career interests and goals
Research employment opportunities
Explore postsecondary institutions and opportunities
Deliver an oral presentation
Prepare a resume and cover letter
Estimate time and materials for a project
Complete a job or college application
Prepare and present a 3 to 5 minute talk on a competency
Participate in a mock interview
Demonstrate matting and mounting a work of art
Participate in critiques
Research current industry practices

Commercial and Advertising Art – Teacher (continued)

Written Assessment:

Administration Time: 3 hours
Number of Questions: 194

Areas covered:

5%	Orientation
5%	Safety
12%	Hand Drawing and Illustration
10%	Color Theory and Application
22%	Digital Imaging
20%	Design, Layout, and Production
12%	Typography
5%	Digital Photography
9%	Professional Preparation

Sample Questions:

Which of the following describes the meaning of local value?

- A. the overall darkness/lightness of an object
- B. the proximity of one object to another
- C. the contrast level of an object close by
- D. how tall an object appears as it is brought near

Cool colors include

- A. black, green, and blue
- B. green, blue, and purple
- C. gray, black, and green
- D. red, orange, and yellow

What resolution is best for web graphics?

- A. 72 pixels per inch
- B. 150 pixels per inch
- C. 300 pixels per inch
- D. 1,200 pixels per inch

Balance and emphasis are examples of design

- A. principles
- B. elements
- C. forms
- D. objectives

The baseline is located at the

- A. bottom of x-height
- B. top of ascender
- C. center of copy
- D. bottom of descender

Commercial and Advertising Art – Teacher (continued)

Performance Assessment:

Administration Time: 3 hours

Number of Jobs: 2

Areas Covered:

68%

Edit Digital Images

Image A – adjust highlights, shadows, and midtones, convert to CMYK, and file save; Image B – remove blue color cast, remove batteries, convert to CMYK, and file save; Image C – rotate image, crop image, convert to CMYK, and file save; Logo – align vector art, complete with no stroke, accurate logo colors, and file save in .eps format.

32%

Design Page Layout

Thumbnail sketches, specifications, elements, versions – file save, “final” design.

Sample Job: Edit Digital Images

Maximum Job Time: 60 minutes

Participant Activity: The participant will be provided four digital images to edit as well as corrected watermarked samples to use as a guide for editing the images.