



## ***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.