

Unit/Standard Number	 <p style="text-align: center;"><u>High School Graduation Years 2010, 2011 and 2012</u></p> <p style="text-align: center;">Commercial/Advertising Art CIP 50.0402 Task Grid</p>	<p style="text-align: center;">Proficiency Level Achieved: (X) Indicates Competency Achieved to Industry Proficiency Level</p>
Secondary Competency Task List		
100	ORIENTATION	
101	Identify career paths within the vocational profession.	
102	List occupational requirements.	
103	Demonstrate research and organizational skills.	
104	Identify how copyright laws apply to Visual Communication.	
200	SAFETY	
201	Operate media presentation equipment.	
202	Demonstrate safe practices when using computer hardware and software.	
203	Demonstrate safe practices when using and maintaining hand tools.	
204	Demonstrate safe practices when using, storing, and disposing of paints, solvents, and chemicals.	
205	Demonstrate safe cutting procedures.	
300	HAND DRAWING AND ILLUSTRATION	
301	Draw objects using linear perspective.	
302	Draw basic geometric and organic forms showing texture and tone.	
303	Create line art.	
304	Apply anatomy concepts in drawing.	
305	Draw from direct observation.	
306	Produce color illustrations using various media.	
400	COLOR THEORY AND APPLICATION	
401	Apply the basic structure of color (hue, intensity, saturation) to generate color solutions.	
402	Apply appropriate color schemes to generate design solutions.	
403	Identify and apply additive and subtractive color.	

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500	DIGITAL IMAGING	
501	Demonstrate image scanning procedures.	
502	Identify the properties of vector and raster images.	
503	Demonstrate basic use of page layout software (e.g. Quark, InDesign).	
504	Demonstrate intermediate use of page layout software (e.g. Quark, InDesign).	
505	Demonstrate basic use of a vector-based drawing program (e.g. Illustrator).	
506	Demonstrate intermediate use of a vector-based drawing program (e.g. Illustrator).	
507	Demonstrate basic use of image editing software (e.g. Photoshop).	
508	Demonstrate intermediate use of image editing software (e.g. Photoshop).	
509	Demonstrate use of input, output and storage devices.	
510	Demonstrate the use of the Macintosh operating system.	
511	Demonstrate appropriate use of different file formats.	
512	Organize and manage digital files.	
600	DESIGN, LAYOUT AND PRODUCTION	
601	Research the history of advertising design.	
602	Apply elements and principles of design.	
603	Write a creative brief.	
604	Produce thumbnails, roughs and comprehensive.	
605	Design a logo.	
606	Create an identity package.	
607	Demonstrate basic knowledge of printing processes.	
608	Design promotional materials.	
609	Prepare files for output.	
610	Demonstrate knowledge of color separations.	
611	Demonstrate knowledge of printer's marks and measurements.	
700	TYPOGRAPHY	
701	Identify the anatomy and classification of type.	
702	Identify typographic styles.	
703	Manipulate type through character and paragraph formatting.	

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704	Choose and apply appropriate typeface.	
800	DIGITAL PHOTOGRAPHY	
801	Operate digital camera and accessories.	
802	Compose a photograph through the lens.	
803	Demonstrate use of lighting.	
804	Demonstrate ability to physically stabilize camera.	
900	PROFESSIONAL PREPARATION	
901	Prepare a portfolio.	
902	Participate in the interview process.	
903	Inventory personal career interests & goals.	
904	Research employment opportunities.	
905	Explore postsecondary institutions & opportunities.	
906	Deliver an oral presentation.	
907	Prepare a resume and cover letter.	
908	Estimate time and materials for a project.	
909	Complete a job or college application.	
910	Prepare and present a 3-5 minute talk on a competency.	
911	Participate in a mock interview.	
912	Demonstrate matting and mounting a work of art.	
913	Participate in critiques.	
914	Research current industry practices.	