



Title: COMMERCIAL AND ADVERTISING ART
Code: 50.0402
Career Cluster: Arts, A/V Technology & Communications

Certification Required	Certification Method	Occupational Competency Area	Occupational Competency Evaluation
Career and Technical/ Instructional 2600	Career and Technical - Instructional (non- degree program)	Commercial Art 2019	Commercial & Advertising Art PA

Description: A program in the applied visual arts that prepares individuals to use artistic techniques to effectively communicate ideas and information to business and consumer audiences via illustrations and other forms of printed media. Includes instruction in concept design, layout, paste-up and techniques such as engraving, etching, silkscreen, lithography, offset, drawing and cartooning, painting, collage and computer graphics.

Notes: