

**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 |
|---------------------------------------|---|------------------------------|------------------------------------|
| Vocational-Intern/ Instructional 2600 | Vocational-Instructional (non-degree program) | Commercial Art 2019          | Commercial & Advertising Art PA    |

**Description:** An instructional 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. This program 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:**