

## Art, Advertising and Design

**Program Title:** KCC Industrial Technology

**Course Title:** Art, Advertising and Design  
ASD Course;

**Grade Level:** 10-12

**Prerequisite:** Art, Advertising and Design

**UAA Tech-Prep/Articulation:** none

**Certification:** none

**Academic Credit:** 1/2 English, 1 Elective per semester

### Course Description:

This course is designed for the student interested in acquiring entry-level skills in the commercial art field. In the first semester, students are introduced to typography, advertising approaches, color and design theory, illustration, magazine and packaging layout and design, marketing, newspaper layout, symbols and logo design. Students are also assigned computer production jobs to complete within the working parameters of time and standards of quality. In the second and third semesters, students receive an in-depth study of practices common to an advertising design studio. Students develop advanced layout and computer graphic skills using Quark Xpress, Adobe Photoshop and Adobe Illustrator programs. All students will complete a portfolio of assigned projects which demonstrate a mastery of basic entry skills in one of the following areas; airbrush/illustration; advertising, marketing, computer graphics and desktop publishing, architectural design, and industrial design using 2D and 3D software. Professionalism is emphasized every day.

<b>A STUDENT SHOULD KNOW</b>	<b>A STUDENT SHOULD BE ABLE TO DO</b>
<p style="text-align: center;"><b>ADVERTISING, ART AND DESIGN FIRST SEMESTER CONCEPTS AND COURSE OBJECTIVES</b></p> <p><b>1. Advertising, Art and Design Introduction</b></p> <p>INTRODUCE</p> <p>PERFORM</p> <p>USING EQUIPMENT SAFELY</p>	<p>The student is able to demonstrate mastery of basic Advertising, Art and Design concepts and skills. The student can:</p> <ul style="list-style-type: none"><li>a. identify and define attributes of professionalism and necessary skills for employability</li><li>b. can dress to meet professional standards for graphic design workplace</li><li>c. can follow course outline and meet project expectations listed in Advertising, Art and Design introductory package</li><li>d. can use supplies properly and operate all equipment in the class safely</li><li>e. can identify all chemicals and supply materials that may be hazardous in any way</li></ul>

## 2. Graphic Communication

INTRODUCE

IDENTIFY

- a. produce a simple communications flowchart
- b. identify and define the elements of the idea development process
- c. identify and define the commercial art planning elements
- d. identify and define the elements of the graphic arts process

## 3. Drawing Techniques

CONSTRUCT SKETCHES AND DRAWINGS

- a. sketch in 3 pictorial formats:
  1. orthographic
  2. isometric
  3. 2pt. and 3pt. perspective
- b. draw a variety of references to the human anatomy

## 4. Graphic Design Techniques

DECISION MAKING  
PROBLEM SOLVING  
PLANNING

IDENTIFY

- a. redesign and retrace a series of magazine ad compositions
- b. apply the elements of planning, design, lay out and color in the production of a magazine ad
- c. identify and define six advertising layout formats
- d. identify 7 continuous tone reproduction techniques
- e. identify 18 graphic layout techniques

## 5. Typography

IDENTIFY  
DEMONSTRATE

DEFINE

- a. identify and use any typeface appropriately according to it's pt. size, weight and style
- b. produce handlettered architectural writing
- c. produce marker and brush lettering
- d. create different typefaces on computer
- e. define 35 typography terms

## 6. Logos and Symbols

DECISION MAKING  
PROBLEM SOLVING  
CREATE

- a. produce logotypes from 10 random words
- b. identify and define connotations from elements and typeface used in 30 logos
- c. produce 30 new logo concepts

## 7. Introduction to Desktop Publishing

INTRODUCE

DEMONSTRATE

- a. startup and hard disk operation
- b. Insert/delete page information
- c. file managementset
- d. set tabs, indents and hyphenations
- e. multi-column positioning using Modify
- f. round corners
- g. set up and read a vertical and horizontal ruler
- h. center copy and do copyfitting
- i. divide a page into equal columns
- j. define 20 command keys and major key functions
- k. produce master pages

## 7. Computer Hardware

INTRODUCE

DEMONSTRATE

## 8. Desktop Publishing Software

INTRODUCE

DEMONSTRATE

APPLY

## 9. Pre-press and Line Art Production

IDENTIFY

CALCULATE

PROBLEM SOLVE

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### PRINTING WORKSHOP

(\*Advertising, Art and Design students switch to Graphic Arts for 2 weeks)

## 10. Photo Conversion - Line Copy

OBSERVE

ANALYSE

PERFORM

## 11. Stripping a Flat and Platemaking

DEMONSTRATE

\*Optional curriculum determined each semester

- a. operate a Macintosh Computers (G3, G4)
- b. print documents to Color Laserwriter
- c. print color separated and b/w files to Laserwriter printer
- d. access and operate portable drives
- e. operate an color scanner

...operate the following:

- a. Adobe Illustrator
  - b. IMovie 3
  - c. Quark Xpress Passport
  - d. MicroSoft Word
  - e. Aldus Pagemaker
  - f. Brøderbund TypeStyler
  - g. Adobe Photoshop
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- a. identify and define the steps in the offset process
  - b. produce a graphic arts paste-up project manually and on computer
  - c. operate a proportion wheel (enlargement / reduction scale)
  - d. identify 23 mark-up symbols for copyproofing
  - e. research and collect samples of printed material
  - f. produce the following material on computer incorporating a personally designed logo:
    1. business card
    2. letterhead/stationary
    3. memo pad
    4. envelope
    5. newsletter
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- a. prepare the darkroom for processing high contrast film
  - b. prepare the horizontal camera for exposing line copy
  - c. prepare suitable line copy that will yeild a minimum amount of pinholes
  - d. solve the problems associated with shooting, processing and contact printing of line copy
  - e. evaluate the quality of the line negative, line positive and contact proofs
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- a. position, tape and mask line negatives for platemaking
  - b. operate platemaker to expose plates and proofs
  - c. process and develop plates for offset press work

## 12. Offset Presswork - Image Transfer

FOLLOWING A PROCEDURE

## 13. Halftone Photography

OBSERVE

ANALYSE

DETERMINE FACTORS

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## 14. Color Theory

OBSERVE

DEMONSTRATE

## 15. Design Theory

CREATE

PLAN AND DESIGN

- a. tell the difference between offset duplications and offset presses
- b. tell the difference between sheet-fed, stream-fed and web-fed presses
- c. identify the five major systems of an offset duplicator press
- d. adjust the feeding, dampening, inking, impression and delivery systems of an offset duplicator before printing
- e. prepare and maintain the feeding, dampening, inking, impression and delivery while operating the offset duplicator press
- f. put the press "to sleep"

- a. recognize line copy from continuous tone copy
- b. understand halftones are actually a series of dots
- c. know what a halftone screen is and how it works
- d. calculate the appropriate amount of time for main and flash exposure
- e. understand the different densities for continuous tone - highlight, middletone and shadow
- f. evaluate the compatibility of halftone negatives as to their reproduction quality

- a. define color theory terms
- b. use the following color modes on computer
  1. HLS - hue, light and saturation
  2. RGB - red, green and blue
  3. CMYK - cyan, magenta, yellow and black
- c. hand mix and paint 16 color schemes on various paper stock
- d. find and identify examples of 10 different ways color is used effectively in advertising
- e. produce a full color rendering using markers and color pencils
- f. create highlights on a color rendering using a straight edge
- g. identify and define the elements used to produce a multi color mechanical
- h. cut an amberlith overlay for a separate color or knock-out mask
- i. cut an airbrush frisket mask

- a. define 9 design theory terms
- b. produce layouts demonstrating 14 design concepts on computer

**16. Pointers**

IDENTIFY

APPLY SKILLS LEARNED

- a. identify six types of pointers
- b. produce advertisements using each of the six pointers on computer

**17. Advertising Approaches**

LIST

APPLY SKILLS LEARNED

- a. list and define 21 advertising approaches
- b. produce advertisements using each of the 21 approaches

**18. Trademarks of a Good Design**

LIST

- a. list 10 trademarks of good design

**19. Planning the Layout**

LIST

APPLY SKILLS LEARNED

- a. list and define six advertising formats
- b. produce advertisements in each of the six formats

**20. Newspaper Layout**

IDENTIFY AND DEFINE

APPLY SKILLS LEARNED

- a. define 32 newspaper terms
- b. produce a six and nine column layout sheets on the computer
- c. computer build a newspaper using mast-head, gally type, and ads
- d. identify and define basic newspaper makeup rules

**21. Electronic Paste-up Production**

FOLLOW A PROCEDURE

APPLY SKILLS LEARNED

- a. produce a simple cross-ruled form
- b. produce a simple one-color pasteup
- c. produce a simple two-color pasteup
- d. produce color overlays in registration with marks

**22. Time Management**

PLANNING

ORGANIZING

- a. pre-plan work assignments by hour, day and month
- b. divide work into manageable units on a Ghannt chart

**23. Creative Problem Solving**

CREATE

- a. create lists for word association
- b. participate in brainstorming sessions
- c. participate in brainwriting to create thumbnail sketches
- d. develop ad approaches for rough sketches
- e. write headline concepts and body copy

**24. Advertising Campaign**

CREATIVE PROBLEM SOLVING

PERFORM

APPLY SKILLS LEARNED

- a. design a product package
- b. write and verbally perform a 30 second radio spot
- c. produce a 60 second storyboard for a TV spot
- d. design a 2 color T-shirt image for the same product
- e. present campaign in a verbal and visual presentaion to a large group

**25. Professional Preparation**

WRITE

**26. Copyright Laws and Business Ethics**

MAKE DECISIONS  
FORM OPINIONS

**27. Career Research**

RESEARCH

LIST

**28. Career Training**

DEMONSTRATE

**ADVERTISING, ART AND DESIGN  
SECOND SEMESTER CONCEPTS AND  
COURSE OBJECTIVES**

**29. Advanced Hardware**

OPERATE

APPLY SKILLS LEARNED

- a. fill out a job application correctly
- b. type a letter of application to a business on computer
- c. design and layout a 'resume' on computer
- d. type a letter of recommendation

- a. distinguish copywritten material from public domain material
- b. identify ethical business behaviors

- a. research a particular communications career by accessing the Career Resource Center
- b. answer 24 questions about a particular communications career by researching information
- c. interview a person currently employed in a communications career
- d. identify the hierarchy of positions and titles in a design agency
- e. list 5 potential job sites and design employers in the Anchorage area
- f. list 3 post secondary art & design schools and the training they offer
- g. list 3 scholarships/ grants available by accessing the Career Resource Center

- a. demonstrate effective time management skills
- b. demonstrate studio management skills
- c. demonstrate effective interpersonal communication skills
- d. serve in a leadership role as creative art director
- e. collect work and assemble a portfolio

CURRICULUM OPTIONS

**INTRODUCTION TO COMPUTER DESIGN & ADVERTISING**

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In addition to mastery of first semester skills, the second semester student can :

- a. operate advanced version software programs on Macintosh G4 - OS 9.0 and OS X
- b. access files from fileserver and remote 12 GB Hard Disk
- c. print color seperated and b/w files to black and white and full color printer
- d. operate and send files via Modem
- e. operate and color calibrate Art-Getter color scanner

### 30. Advanced Software

OPERATE

...operate the following software:

- a. MacDraft
- b. MacPaint
- c. SuperPaint
- d. Quark Express
- e. Aldus Pagemaker
- f. Brøderbund TypeStyler
- g. At Ease
- h. Adobe Illustrator
- i. Adobe Streamline
- j. Adobe Photoshop
- k. MicroSoft Word

### 31. Advanced Dektop Publishing

PRODUCE

- a. use only command key functions
- b. produce foreground and background layers
- c. rotate and flip text and graphics to specific angles
- d. manipulate columns in seperate text panels
- e. define and manipulate text runarounds
- f. manipulate graphics by sizing, cropping and distorting
- g. manipulate graphics by cloning, filters, creating pathways and transparent layers
- h. morph multiple images into one file
- i. produce color separations
- j. work in RGB, CMYK and greyscale modes

APPLY SKILLS LEARNED

### 32. Shoe Campaign

PRODUCE

- a. design a bus. card, letterhead, and envelope with a new corperate identity
- b. produce a poster
- c. produce a pamphlet
- d. produce a bumper sticker
- e. produce a gimmick item to sell a product or service
- f. produce a 4 col.X13" newspaper advertisement

APPLY SKILLS LEARNED

### 33. Real Estate Brochure

PRODUCE

- a. produce a marker comp of a four-color brochure

### 34. Restaurant Campaign

DESIGN

- a. design a logo
- b. produce a two-color comp of business stationary
- c. produce a two-color comp of a menu
- d. produce a 30 second radio advertisement
- e. produce a 30 second television storyboard
- f. produce a 4col. X 13" newspaper advertisement

FOLLOW A PROCEDURE

APPLY SKILLS LEARNED

### 35. Personal Graphic Design Business Logo

DESIGN

- a. design a 2 color logo
- b. produce a business card comp

### 36. Airbrush Notebook

FOLLOW A PROCEDURE

PRODUCE EXAMPLES

### 37. Weekly Airbrush Projects

APPLY SKILLS LEARNED

### 38. Personal Illustration Business Logo

CREATE

### 39. Illustration Styles and Materials

INTRODUCE

EXPLORE AND UNDERSTAND

CREATE SKETCHES

### 40. Illustration Portfolio

CREATE SKETCHES AND ILLUSTRATIONS

## CURRICULUM OPTIONS

### INTRODUCTION TO ILLUSTRATION & AIRBRUSH

- a. produce horizontal, parallel lines
- b. produce vertical parallel lines
- c. produce dots
- d. produce circles
- e. produce circles with dots inside
- f. produce diagonal, parallel lines
- g. produce gray tints from 10% to 100%
- h. produce graded tints
  - i. produce parallel lines of varying width
  - j. produce blown pigment examples
- k. airbrush a pyramid, cylinder, cube sphere and metallic lettering
  - l. retouch a black and white photo

- a. produce airbrushed projects each week

- a. design an airbrushed logo

- a. produce illustrations for commercial applications using the following methods:
  1. watercolor
  2. charcoal
  3. Adobe Photoshop
  4. Adobe Illustrator
  5. acrylic paint
  6. marker
  7. color pencil
  8. cut colored paper
  9. black india ink\
  10. fabric paints
  11. Dr. Martin Dyes
  12. tempera paint
  13. pencil
  14. oil paints
  15. colored chalk
  16. oil pastels
  17. airbrush
  18. scratch board
  19. cut amberlith
  20. mixed mediums

- a. illustrate for the following applications:
  1. b/w newspaper line art
  2. four color process - magazine cover illustration
  3. multi-colored T-shirt design
  4. colored newspaper full page spread
  5. full color package design
  6. full color poster

#### 41. Package Design

ILLUSTRATE

#### 42. Display Signage and Exhibit Design

REINFORCE

CONSTRUCT MODELS

#### 43. Product Design

CONSTRUCT SKETCHES

#### 44. Architectural Model Construction

CONSTRUCT MODELS

#### 45. ASD Production Jobs

REINFORCE

APPLY SKILLS LEARNED

#### 46. Client Contact

REINFORCE

APPLY SKILLS LEARNED

7. product rendering
8. architectural rendering and drafting
9. full color federal wildlife stamp
10. medical reference illustration
11. CD cover design
12. b/w comic strip
13. greeting cards

#### CURRICULUM OPTIONS

##### **INTRODUCTION TO INDUSTRIAL DESIGN**

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The student can:

- a. design a product package
- a. design directional signage and exhibit layout
- b. sketch to scale
- c. produce a scale model of that display
  
- a. produce an isometric sketch of the design object
- b. produce an actual-size model of the product
  
- a. produce a 1/8" scale floor plan of a recreational home with landscape
- b. produce a 1/8" scale model of a recreational home

##### **INTRODUCTION TO AGENCY DESIGN & PRODUCTION AND ON THE JOB TRAINING**

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- a. fill out a job request form
- b. estimate amount of time required to produce job; printed and delivered
- c. meet deadlines set by clients
- d. advise clients on design and printing production concerns
- e. follow a job through printing production until delivered
- f. produce all print material from concept to completion

##### **INTRODUCTION TO FREELANCE DESIGN & PRODUCTION**

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- a. utilize self-marketing strategies
- b. cold call prospective clients
- c. set appointments with clients
- d. take comprehensive notes about project information from client
- e. write an informal contract for exact services, fees and payment schedule with client

**47. Freelance Design**

REINFORCE

**ADVERTISING, ART AND DESIGN  
THIRD SEMESTER CONCEPTS AND  
COURSE OBJECTIVES**

**48. Correspondence with National Clients**

GATHER INFORMATION

REINFORCE

COMMUNICATE

**49. Research**

**50. Analysis**

EXPLORE IDEAS

**51. Implementation**

VISUAL PLANNING

**52. Evaluation**

GROUP DISCUSSION

**53. Self-Marketing**

APPLY SKILLS LEARNED

- a. fill out a job request form
- b. estimate amount of time required to produce job, printed and delivered
- c. meet deadlines set by clients
- d. advise clients on design and printing production concerns
- e. follow a job through printing production until delivered
- f. produce all print material from concept to completion

**3RD SEMESTER PORTFOLIO**

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In addition to mastery of first semester skills and a chosen second semester program, the third semester student can:

- a. research a phone number for popular national companies
- b. locate the ad agency for that company
- c. contact an art director currently working on that company's ad campaign
- d. initiate a correspondence between student and professional art director
- e. gain evaluation of student progress by same professional art director
- f. include correspondence experience on resume'

- a. collect and study the design of other similar items use CA, Step by step and PRINT magazines for reference

- a. Apply format, design, layout, color and other principles to a graphic design

- a. develop thumbnails, roughs sketches and color comps to create a well planned and well crafted final project for a portfolio display

- a. take and use criticisms by means of client presentations focus groups and critiques

- a. produce the following print materials for self promotion:

- a. letterhead
- b. business card
- c. envelope

**54. Portfolio**

APPLY ADVANCED SKILLS LEARNED

produce the following print materials for actual state and national companies:

- a. 4" x 9" rack brochure
- b. activities flyer
- c. newsletter

...and a marketing package that includes:

- d. staggered inserts in side pocket
- e. 4" x 9" rack brochure (inserted in slot)
- f. business card (inserted in slot)
- g. full page magazine ad (full color)
- h. double truck magazine ad (full color)
- i. full page newspaper ad (b/w)  
specialty item, such as:
  - j. t-shirt image design
  - k. balloon
  - l. hat, etc.
- m. signage
- n. poster

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