

Competency Task List – Secondary Component
Commercial & Advertising Art CIP 50.0402
High School Graduation Years 2022, 2023, 2024

100 Orientation

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
101	Identify career paths and occupational requirements within the profession.		
102	RESERVED		
103	RESERVED		
104	Apply copyright laws in communication.		

200 Safety

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
201	Identify safety protocols related to ergonomics.		
202	Follow safety requirements for use of hardware, software, and equipment.		
203	Use and maintain hand tools following established safety protocols.		
204	Use, store, and dispose of paints, solvents, and chemicals according to OSHA regulations.		
205	Demonstrate cutting procedures following established safety protocols.		
206	Investigate hazard communication, environmental, and SDS laws.		

300 Drawing and Illustration

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
301	Draw using perspective.		
302	Draw basic geometric and organic forms showing texture and tone.		

303	Draw line art.		
304	Apply anatomy concepts in drawing.		
305	Draw from direct observation.		
306	Produce illustrations using various media.		
307	Illustrate using value.		

400 Color Theory and Application

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
401	Apply the basic structure of color (hue, saturation, brightness) to generate color solutions.		
402	Apply appropriate color schemes to generate design solutions.		
403	Identify color models including additive and subtractive color.		

500 Digital Imaging

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
501	Execute image scanning procedures.		
502	Identify the properties of vector and raster images.		
503	Utilize basic functions of a page layout software.		
504	Utilize intermediate functions of a page layout software.		
505	Utilize basic functions of a vector-based drawing program.		
506	Utilize intermediate functions of a vector-based drawing program.		
507	Utilize basic functions of a raster-based image editing software.		
508	Utilize intermediate functions of a raster-based image editing software.		
509	Utilize use of input, output, and storage devices.		
510	Utilize different file formats.		
511	Organize and manage digital files.		
512	Utilize basic functions of web or mobile design software.		

600 Design, Layout, and Production

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
601	Research the history of advertising design.		
602	Apply elements and principles of design.		
603	Interpret a creative or design brief.		
604	Produce thumbnails, roughs, and comprehensive.		
605	Design a logo.		
606	Create a design for a 3-D package.		
607	Utilize basic knowledge of printing processes.		
608	Design promotional materials.		
609	Prepare files for output.		
610	Utilize printer’s marks and color separations.		
611	Utilize basic math functions, proportions, and measurements.		

700 Typography

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
701	Identify the anatomy and classification of type.		
702	Identify typographic styles.		
703	Manipulate type through character and paragraph formatting.		
704	Choose and apply an appropriate typeface.		

800 Digital Photography

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
801	Operate a digital camera and accessories.		
802	Compose a photograph through the lens.		
803	Determine lighting options and their effects.		
804	Stabilize a camera.		
805	Download and manage digital images.		
806	Identify principles of the exposure triangle.		

900 Professional Practices

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
901	Prepare and present a portfolio.		
902	Prepare and present a visual concept presentation.		
903	Estimate time and materials for a project.		
904	RESERVED		
905	RESERVED		
906	Participate in critiques of commercial art projects.		
907	Explore current industry trends.		
908	Demonstrate research, employability, and organizational skills.		
909	Create personal branding materials.		
910	Explore the importance of social media as it relates to employability.		

¹ Student Demonstrated Entry-Level Industry Proficiency as Indicated by (X)

Secondary CTE Instructor Signature _____ Date _____

Student Signature _____ Date _____