

Career & Technical Education | Arts & Communication

Advertising & Communication

Subject Code: 340340

Outcome & Competency Descriptions

Course Description:

Creators and producers of graphic images must understand how to integrate and adapt creations for multiple marketing purposes. Students research and analyze the power of visuals in advertising campaigns and public relations events. Using the principles of advertising and visual communications, they develop strategies and products for specific purposes and audiences. They use logos, images, and type integrated strategically to create both printed and electronic products on a theme.

Strand 1. Business Operations / 21st Century Skills

Learners apply principles of economics, business management, marketing, and employability in an entrepreneur, manager, and employee role to the leadership, planning, developing, and analyzing of business enterprises related to the career field.

Outcome: 1.2. Leadership and Communications

Process, maintain, evaluate, and disseminate information in a business. Develop leadership and team building to promote collaboration.

Competencies

- 1.2.5. Communicate information (e.g., directions, ideas, vision, workplace expectations) for an intended audience and purpose.
- 1.2.6. Use proper grammar and expression in all aspects of communication.

Outcome: 1.8. Operations Management

Plan, organize, and monitor an organization or department to maximize contribution to organizational goals and objectives.

Competencies

- 1.8.1. Forecast future resources and budgetary needs using financial documents (e.g., balance sheet demand forecasting, financial ratios).
- 1.8.2. Select and organize resources to develop a product or a service.
- 1.8.9. Develop a budget that reflects the strategies and goals of the organization.

Outcome: 1.9. Financial Management

Use financial tools, strategies, and systems to develop, monitor, and control the use of financial resources to ensure personal and business financial well-being.

Competencies

- 1.9.1. Create, analyze, and interpret financial documents (e.g., budgets, income statements).

Outcome: 1.10. Sales and Marketing

Manage pricing, place, promotion, packaging, positioning, and public relations to improve quality customer service.

Competencies

- 1.10.2. Determine the customer's needs and identify solutions.
- 1.10.8. Use promotional techniques to maximize sales revenues (e.g., advertising, sales promotions, publicity, public relations).
- 1.10.10. Demonstrate sales techniques.

Strand 2.

Design

Learners apply the elements and principles of design and compositional techniques to create works of art and visual layouts for both tactile and digital art forms.

Outcome: 2.1.

Arts Elements and Design Principles

Analyze works of art for the art elements and the design principles needed to create professional products.

Competencies

- 2.1.2. Identify specific characteristics (i.e., positive and negative, organic, geometric, quality, weight, direction, variety, unity, balance, symmetry) of art elements that communicate and express ideas.
- 2.1.3. Determine how and when to apply the principles of design, including unity, variety, balance, movement, emphasis, visual hierarchy, and proportion/scale to communicate ideas.
- 2.1.5. Observe movement shown through repetition, pattern, and rhythm.

Outcome: 2.2.

Color Theory

Assess the use of color for commercial design.

Competencies

- 2.2.2. Choose color pairings with regard to ADA compliance, color visibility, readability, and accessibility.
- 2.2.5. Select color profiles for different mediums (e.g., Red Green Blue [RGB], Cyan Magenta Yellow Key [CMYK], Pantone®, Reference Output Medium Metric [ROMM] RGB, CIE-L*a*B* color space).
- 2.2.6. Replicate color across multiple media accommodating how color changes from the monitor to the final product (e.g., coated and uncoated papers, metallic, color-calibrated monitors).
- 2.2.7. Compare and contrast additive and subtractive color theory (e.g., RGB, CMYK).
- 2.2.8. Compare and contrast choices using the psychology of color.
- 2.2.9. Critique the use of color schemes (e.g., primary, secondary, tertiary, analogous, complementary, triads, monochromatic) in various media.

Outcome: 2.4. Visual Layouts

Create layouts for pre-production and analyze the communicative effects on the commercial product.

Competencies

- 2.4.1. Create thumbnail and rough sketches.
- 2.4.2. Apply proper color profile for final output.
- 2.4.3. Create single and multi-color layouts using images and formats.
- 2.4.5. Differentiate between raster- and vector-based layouts.
- 2.4.6. Apply the components of a comprehensive layout (e.g., color scheme, font, white space, text graphics, frames, headings) according to an overall theme for the product.
- 2.4.7. Determine composition, formal qualities, scale, and use of space.
- 2.4.8. Apply compositional techniques, including rule of thirds, use of a grid system, 180-degree rule, framing, fill frame, pyramid, strong center of interest, and aspect ratio.
- 2.4.9. Create visual continuity among a variety of products.
- 2.4.10. Determine how the technical characteristics of the print medium affect content and style.
- 2.4.12. Evaluate the product in terms of the message or meaning for the targeted audience.

Outcome: 2.5. Typography

Apply typographical elements for a commercial presentation.

Competencies

- 2.5.1. Select typefaces for relevant applications.
- 2.5.2. Apply typography kerning, leading, and hierarchy for readability and accessibility.
- 2.5.3. Use typographic measurements in terms of picas, points, pixels, and ems.
- 2.5.4. Apply multiple families of type within a project.
- 2.5.5. Use typography as a primary component of logo design.
- 2.5.6. Determine the effect of various font types on operating systems.
- 2.5.7. Assess typography's effects on message delivery and aesthetics (e.g., limit families, readability).

Strand 3. Written Content Creation

Learners apply content creation knowledge and skills to use the intended message for entertainment, journalism, or marketing purposes.

Outcome 3.1. Career-Based Writing

Develop basic skills and knowledge related to fact-, entertainment-, and marketing-based copy.

Competencies

- 3.1.1. Analyze writing content and styles of fact-, entertainment-, and marketing-based models.
- 3.1.3. Assess and determine the platform for delivery (e.g., video, audio, print, digital, and social media).
- 3.1.5. Create and copy that emphasizes the central theme through supporting ideas or facts.
- 3.1.10. Select visual imagery to support or enhance copy.

Outcome 3.2. Entertainment-based Writing

Produce copies for products designed for amusement and enjoyment.

Competencies

- 3.2.1. Compare and contrast entertainment-based models of content created for print, electronic, audio, video, digital, live performance, speech, and audio-visual genres.

Outcome: 3.3. Fact-Based Writing

Write concise and focused copy for journalism.

Competencies

- 3.3.5. Seek, consider, and synthesize primary, secondary, quantitative, and qualitative research.

Outcome: 3.4. Market-Based Writing

Write concise, creative, memorable, sellable copy for advertising, public relations, and proposals.

Competencies

- 3.4.1. Research and analyze trends and local markets for opportunities.
- 3.4.2. Determine the wants and needs of the target audience.

- 3.4.3. Communicate brand image and product value.
- 3.4.4. Create subjective text to market products through various information channels to reach target audiences with compelling brand messages
- 3.4.5. Synthesize ideas for primary and secondary messages.
- 3.4.6. Apply the product, price, promotion, and placement components of marketing.
- 3.4.7. Implement the voice of the customer in branding.
- 3.4.8. Create and revise messages for word-of-mouth, advertising, digital platforms, and social media channels.
- 3.4.9. Evaluate advertising to measure quantifiable achievement of goals and objectives, including analytics, where applicable.
- 3.4.10. Apply channels of direct mail, online, email, web, and social media strategies.

Outcome: 3.5. Social Media

Develop content for social media.

Competencies

- 3.5.1. Describe the similarities and differences between social media platforms.
- 3.5.2. Describe the evolution of social media.
- 3.5.4. Understand social trends and cultural perspectives and how they manifest on social media.
- 3.5.5. Create content tailored to a specific social media platform.
- 3.5.7. Perform a social media audit.
- 3.5.8. Analyze the results of a social media audit and create an improvement strategy.
- 3.5.9. Analyze engagement metrics (e.g. follower count, posting frequency, referral traffic).
- 3.5.10. Develop a social media engagement strategy.
- 3.5.11. Develop, generate, and share content for a social media marketing campaign.
- 3.5.13. Describe the role of social media metrics and explain how to calculate your social media return on investment (e.g. paid vs. organic posts, influencers).

Strand 4. Audio, Video, and Photo Imaging

Learners apply knowledge and skills of photography and videography to capture, engineer, and manipulate audio, images, and video for media production.

Outcome: 4.5. Photography

Capture and edit still images for commercial purposes.

Competencies

- 4.5.1. Analyze the capabilities of different image capturing devices.
- 4.5.2. Clean and maintain camera equipment.
- 4.5.3. Identify the effects of ISO settings on image quality.
- 4.5.4. Achieve proper exposure through light, shutter speed, and aperture.
- 4.5.5. Affect apparent motion through shutter speed.
- 4.5.6. Manipulate aperture settings to alter depth of field.
- 4.5.7. Alter image through focus, white balance, exposure modes, and camera lens filters.
- 4.5.8. Capture images through various lenses.
- 4.5.9. Modify images through sizing, cropping, and output resolution.
- 4.5.10. Modify an image through color-management and special effects.
- 4.5.11. Enhance an image with tone, contrast, filters, composites, and sharpening techniques.
- 4.5.12. Retouch an image by cloning, healing, patching, and rebuilding.
- 4.5.13. Integrate image capture with post-production processes.
- 4.5.14. Capture multiple images and render them in high dynamic range.
- 4.5.15. Understand the fundamentals of composition.
- 4.5.16. Capture images using various camera shots.
- 4.5.17. Produce or modify story elements such as mood, tone, and theme to tell a coherent story through images.

Outcome: 4.7. Audio/Video Editing

Edit post-production audio or video for commercial purposes.

Competencies

- 4.7.4. Use storyboard techniques to place media on a timeline.

- 4.7.6. Edit audio or video online and offline with transitions, cutting points, order of shots, and continuity.
- 4.7.7. Add special effects to a video through filters, keying, and image control.
- 4.7.8. Mix audio for video through filters, ambient sound, sound effects, equalization (EQ), and matching levels.
- 4.7.9. Create graphics for video products (e.g., titles, still images).

Strand 5. Print Production Process

Learners apply knowledge and skills to produce print or digital products.

Outcome: 5.4. Printed Images

Create printed images according to the client's approved proof.

Competencies

- 5.4.1. Compare and contrast color density proofs and press sheets for offset wide-format inkjet and laser formats using visual and equipment readings.
- 5.4.2. Interpret color bars.
- 5.4.3. Analyze the effects of single-color and multiple-color (e.g., Pantone®, spot color) output on various substrates (e.g., paper, plastic, recycled materials).
- 5.4.4. Analyze the effects of process color output on various substrates (e.g., paper, plastic, recycled materials).
- 5.4.5. Analyze and maintain print quality controls for offset wide-format inkjet and laser formats.
- 5.4.6. Produce copies following project specifications.
- 5.4.7. Identify the image quality factors that are measured by a densitometer and a spectrophotometer and other quality control devices.

Outcome: 5.5. Digital Print Methods

Analyze digital print technologies for digital and offset production.

Competencies

- 5.5.12. Determine artwork capabilities for reproduction.

Outcome: 5.8. Binding and Finishing

Evaluate post image transfer finishing methods and techniques.

Competencies

- 5.8.11. Assemble three-dimensional (3D) products (e.g., packaging, promotional and point-of-purchase displays, folders, pop-up books).

Strand 6. Digital Design

Learners apply knowledge and skills of digital design to manipulate and animate new and existing audio, video, or photo images to create graphics for internet, broadcast, mobile, and other multimedia applications.

Outcome: 6.1. Content Management

Import, store, export, and manage digital assets.

Competencies

- 6.1.4. Import media into the selected application.
- 6.1.5. Identify the hardware capabilities of various devices and how processor speed, Random Access Memory (RAM), monitor resolution, and media storage affect the development and use of digital projects.
- 6.1.6. Convert file formats for use in editing software and other applications.
- 6.1.7. Export media in the appropriate format for delivery.
- 6.1.8. Manage and archive digital assets through organizational techniques (e.g., metadata, keywords, file/folder structure, name conventions).
- 6.1.9. Explain and demonstrate how creating dynamic advertising is different from other types of advertising.

Outcome: 6.3. Graphics

Create and manipulate two-dimensional (2D) and three-dimensional (3D) digital graphics.

Competencies

- 6.3.1. Create digital graphics.
- 6.3.2. Manipulate the attributes of graphics (e.g., color, shape, size, texture, typography).
- 6.3.3. Arrange and manage graphics using layers.
- 6.3.4. Select a graphic file format based on compression, resolution, and file size.
- 6.3.5. Organize and export graphic files for intended use and platform.

Outcome: 6.5. Web Page Design

Design and create webpages to appeal to the end user.

Competencies

- 6.5.1. Identify how different devices, browsers, and operating systems affect the look of a web page.
- 6.5.4. Select a web page template based on website characteristics.
- 6.5.5. Design a web page based on subject, devices, audience, layout, color, navigation, graphics, and Americans with Disabilities Act (ADA) requirements.
- 6.5.6. Organize assets for a functional web page.
- 6.5.8. Incorporate audio, video, graphics, and animations into a web page.
- 6.5.9. Draft, revise, edit, and proofread to check for format and text accuracy.
- 6.5.10. Execute usability tests on a completed web page, checking for information accessibility, ease of use, and navigation on multiple platforms and devices.
- 6.5.11. Publish a functioning web page for multiple devices, including advanced functionalities (e.g., database, ecommerce).
- 6.5.12. Collect and interpret data analytics.
- 6.5.13. Transfer files using file compression for transfer or storage and archiving.