



Job Ready Assessment Blueprint

Advertising and Design



Test Code: 4019 / Version: 01

“Measuring What Matters”

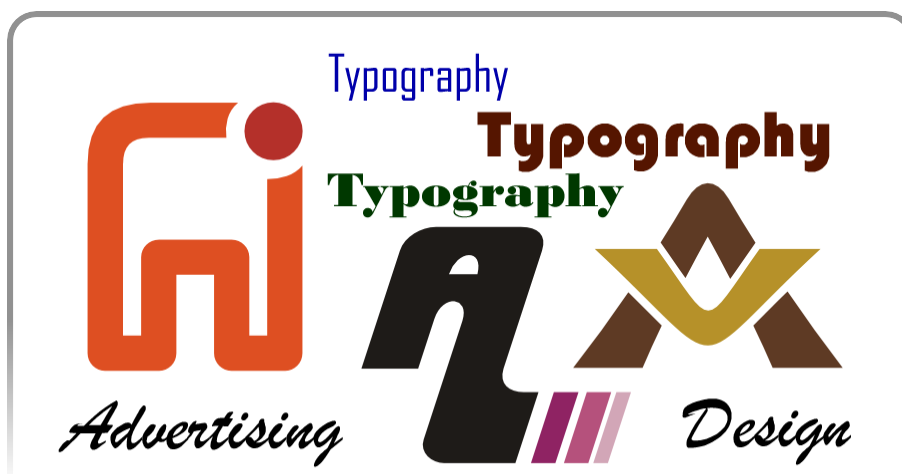
Specific Competencies and Skills Tested in this Assessment:

Computer Literacy

- Demonstrate knowledge of computer terminology
- Identify and operate peripherals
- Demonstrate appropriate knowledge and use of software
- Apply basic troubleshooting and maintenance skills
- Demonstrate file management and storage skills
- Describe procedures involved with importing and exporting
- Identify legal restrictions

Typography

- Demonstrate knowledge of typographic terminology
- Identify the anatomy and classification of type
- Calculate type measurements
- Identify and use proofreader's marks
- Diagnose and solve typography problems (e.g., tracking, kerning, readability, legibility)
- Manipulate type through character and paragraph formatting
- Choose and apply appropriate typeface



Specific Competencies and Skills continued:

Design Theory and Application

- Demonstrate knowledge of basic design terminology (e.g., bleed, live area, trim, orientation)
- Exhibit knowledge of design elements and principles
- Demonstrate techniques of 2-D design
- Demonstrate techniques of 3-D design
- Produce project to client specifications
- Determine communication process for target market (e.g., researching, brainstorming)
- Describe characteristics of design for different media (e.g., logos, magazines)
- Choose appropriate ideas through the visual stages of layout (e.g., thumbnail, rough, comprehensive)
- Demonstrate understanding of related math (e.g., proportion, percentages, basic measurements)
- Demonstrate ability to solve design problems
- Create unconventional solutions to traditional design problems



Color Theory and Application

- Identify color theory terminology
- Demonstrate the use of color to create impact or effect
- Mix colors to obtain shades, tints or neutrals
- Choose and apply appropriate color scheme
- Identify correct use of RGB and CMYK colors
- Identify and utilize Pantone Matching System (PMS)



Specific Competencies and Skills continued:

Drawing and Digital Illustration

- Identify drawing and digital illustration terminology
- Identify basic tools and materials (e.g., computer, pencils, paper, canvas)
- Render drawings to reflect various perspectives (e.g. atmospheric, three point)
- Utilize different drawing techniques (e.g., line art, continuous tone, stipple, watercolor)
- Modify illustrations (e.g., size, color, stroke)
- Identify ways to import, export and save images (e.g., scanning, digitizing)

Photography

- Identify photography terminology
- Demonstrate use of cameras and accessories
- Apply copyright laws pertaining to photographs (e.g., stock photos, clip art, studio portraits)

Production and Printing

- Identify production/printing terminology
- Demonstrate proofing and preflighting (preparing for output)
- Provide job specifications for printer
- Demonstrate knowledge of job flow, various printing and finishing processes
- Determine what surface works best for a project
- Identify surfaces by common size, weight, number and finish



Communication and Career Skills

- Demonstrate personal presentation skills (e.g., speaking, listening, writing)
- Demonstrate ability to accept and/or give constructive criticism
- Exhibit ability to work with clients and as a team member
- Critique and refine ideas

Specific Competencies and Skills continued:

Work Environment

- Identify basic tools and equipment
- Maintain a safe and clean work environment

Multimedia

- Define multimedia terminology
- Prepare multimedia presentations

Digital Image Manipulation

- Identify image terminology (e.g., raster, vector, continuous tone, half tone, line art)
- Identify and explain various file formats (e.g., .pdf, .jpg, .gif, .eps)
- Identify appropriate resolution for projects
- Manipulate images (e.g., restore, color correct, masking)

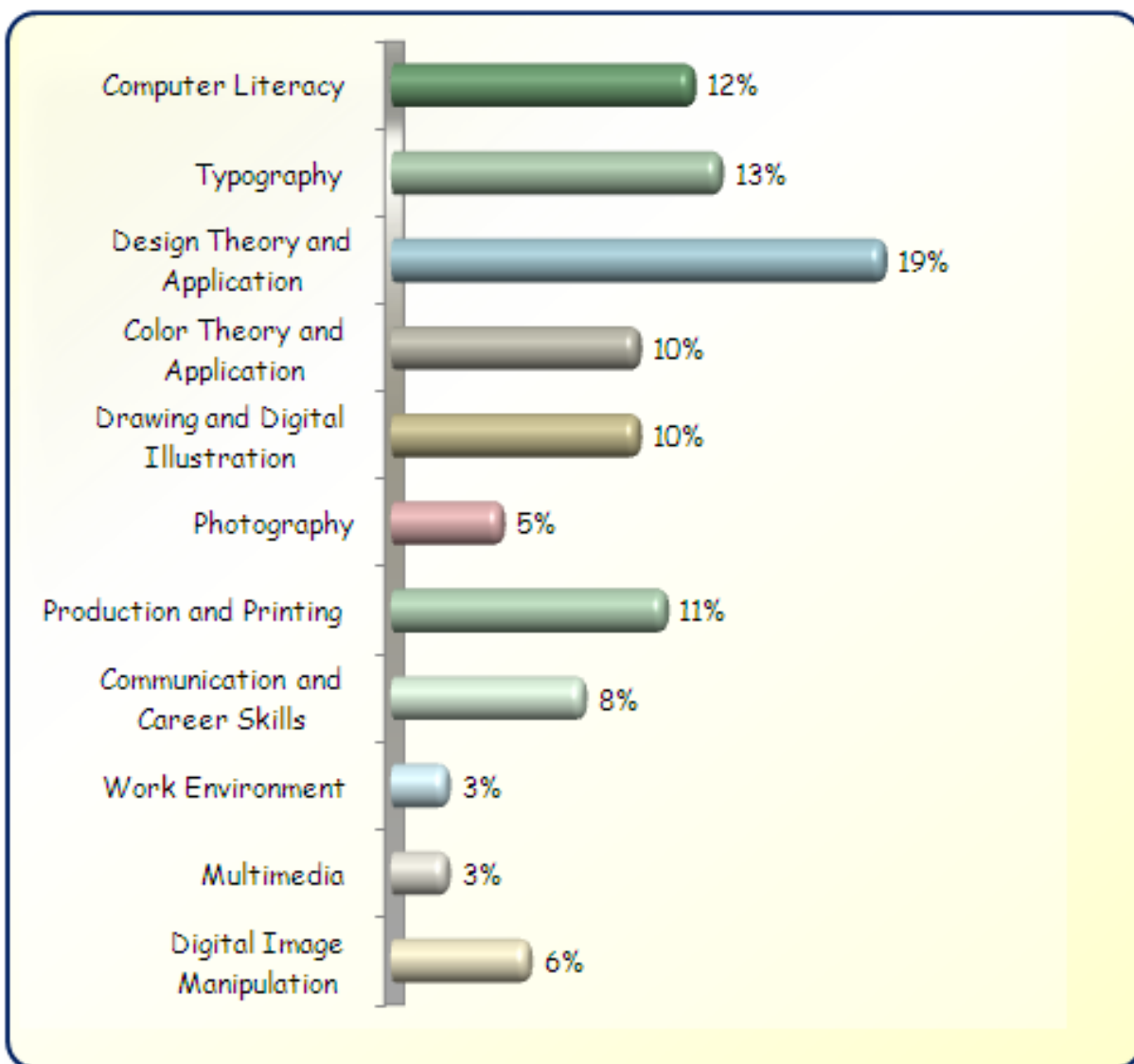


Written Assessment:

Administration Time: 3 hours

Number of Questions: 195

Areas Covered:



Sample Questions:

When designing a billboard, readability is maximized by choosing

- A. red on black
- B. yellow on white
- C. red on white
- D. blue on gray

Adjusting space between letters is

- A. reading
- B. kerning
- C. editing
- D. scaling

A vector image can be

- A. scaled
- B. pixelated
- C. tiled
- D. merged

The standard bleed allowance should be

- A. 1/32 inch
- B. 1/8 inch
- C. 1/2 inch
- D. 1 inch

After scanning a photograph, the image is broken up into a

- A. dot pattern
- B. highlighted image
- C. line pattern
- D. shaded image



Performance Assessment:

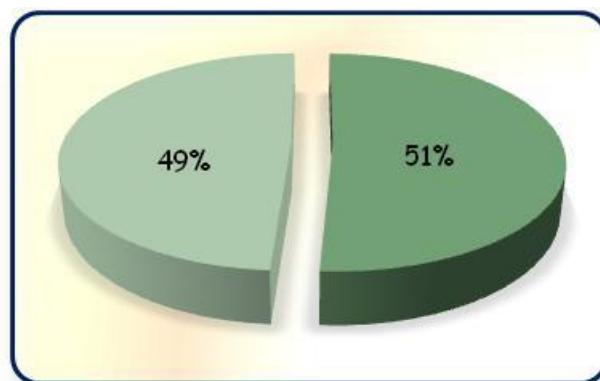
Administration Time: 4 hours

Number of Jobs: 2

Areas Covered:

51% Design: Final Computer Comprehensive - Preparing and Printing Files
Maintain clean, neat work area, set heading, make and place tint box, complete photo box, complete rounded corner box, place text on a path, import "sun" graphic, type text box/body copy, place gradient box, place sightseeing text, place and fill bottom color box, place student name, print final computer comprehensive, and print separations.

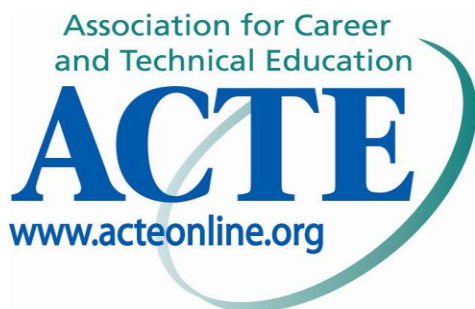
49% Layout - Comprehensive Redesign
Develop ideas, use tools and equipment, communication skills, execution of thumbnail sketches, one manual color rough layout, effectiveness of comprehensive design, adhere to project parameters as evidenced through comprehensive, and final presentation board.



Sample Job: Layout: Comprehensive Redesign

Maximum Time: 2 hours

Participant Activity: The participant will redesign a travel flyer. A minimum of five thumbnails, one color rough, and one digital/computerized comprehensive layout will be produced.



The Association for Career and Technical Education (ACTE), the leading professional organization for career and technical educators, commends all students who participate in career and technical education programs and choose to validate their educational attainment through rigorous technical assessments. In taking this assessment you demonstrate to your school, your parents and guardians, your future employers and yourself that you understand the concepts and knowledge needed to succeed in the workplace. Good Luck!