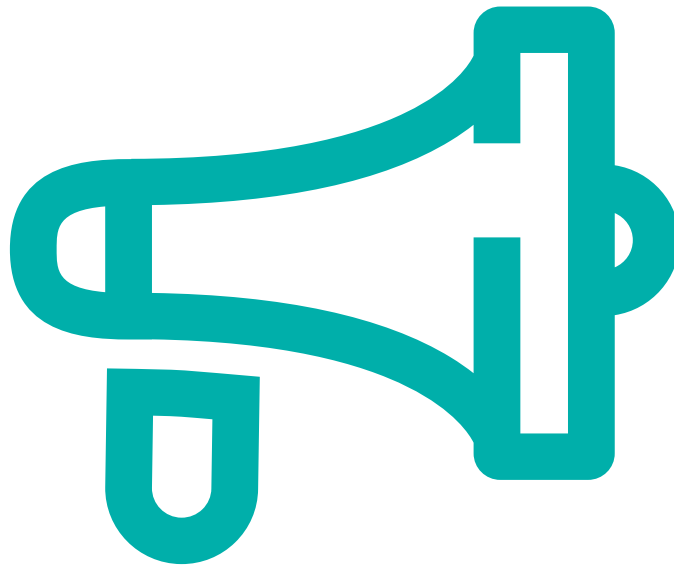


Pilot Assessment

Content is Subject To Change Prior to Full Implementation



Advertising and Design - Pilot

Code: 4219 / Version: 01

ADVERTISING AND DESIGN - PILOT

Test Code: 4219

Version: 01

Specific Competencies and Skills Tested in this Assessment:

Computer Literacy

Demonstrate knowledge of computer terminology

Identify and operate peripherals and other network devices

Demonstrate appropriate knowledge, security, and use of software (e.g., securely sending PDFs)

Apply basic troubleshooting and maintenance skills (e.g., troubleshooting peripherals)

Demonstrate file management and storage skills (e.g., naming convention)

Describe procedures involved in importing and exporting

Typography

Demonstrate knowledge of typographic terminology

Identify the anatomy and classification of type

Demonstrate understanding and calculation of type measurements

Identify and use proofreader's marks

Demonstrate understanding of typography adjustments (e.g., tracking, kerning, readability)

Set type through character and paragraph formatting

Choose and apply appropriate typeface

Digital Literacy and Application

Demonstrate knowledge of basic design terminology (e.g., margin, trim)

Exhibit knowledge of design elements and principles (e.g., Gestalt theory principles)

Exhibit knowledge of database management and variable data printing

Demonstrate techniques of 2-D design

Demonstrate techniques of 3-D design

Produce project to client specifications

Describe characteristics of design for different media (e.g., logos, magazines)

Choose appropriate visual stages of layout (e.g., thumbnail, comprehensive)

Demonstrate understanding of related math (e.g., proportion, percentage)

Demonstrate ability to solve design problems

Advertising and Design - PILOT (continued)

Color Theory and Application

Identify color terminology (e.g., colors, RGB)
Demonstrate the use of color to create impact or effect
Identify 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)

Digital Illustration and Drawing

Identify drawing and digital illustration terminology
Identify drawing tools and materials
Render drawings to reflect various perspectives (e.g., three-point)
Utilize different drawing techniques (e.g., stippling)
Modify illustrations (e.g., thickness)
Identify ways to import, export, and save illustrations with peripheral devices

Production and Printing

Identify production and printing terminology
Demonstrate proofing, preflighting, and final production
Determine what media/medium works best for a project and what to designate when specifying for output

Communication and Career Skills within the Work Environment

Identify safe practices and health risks
Identify careers within digital media and visual communications
Apply communication skills for marketing
Demonstrate knowledge of ethical use (e.g., copyright infringement)

Multimedia and Photography

Define multimedia and photography terminology
Demonstrate use of cameras and accessories
Demonstrate knowledge of post-production with cameras
Define aspects of audio technology
Demonstrate understanding of the preparation of multimedia presentations
(e.g., HEIF files, BMP)

Digital Image Manipulation

Identify image terminology (e.g., vector, halftone)
Identify and explain various file formats (e.g., .pdf, .jpg, .png)
Identify appropriate resolution for projects
Manipulate images (e.g., masking, saturation)

Advertising and Design - PILOT (continued)

Written Assessment:

Administration Time: 3 hours

Number of Questions: 213

Areas Covered:

14%	Computer Literacy
12%	Typography
19%	Digital Literacy and Application
10%	Color Theory and Application
10%	Digital Illustration and Drawing
7%	Production and Printing
7%	Communication and Career Skills within the Work Environment
13%	Multimedia and Photography
8%	Digital Image Manipulation

Sample Questions:

A sequence of numbers that uniquely identifies computers connected to a network is a/an

- A. FTP
- B. VPN
- C. IP address
- D. URL

The process of adding or subtracting space between specific pairs of type characters is called

- A. tracking
- B. kerning
- C. leading
- D. baselining

When a design has all its visual elements equally balanced, the design is called

- A. symmetrical
- B. asymmetrical
- C. uniform
- D. geometric

The order in which the human eye perceives what it sees is referred to as

- A. balance
- B. symmetry
- C. rhythm
- D. hierarchy

Advertising and Design - PILOT (continued)

Which colors create the impression of warmth?

- A. yellow and orange
- B. violet and blue
- C. tan and brown
- D. blue and black

A series of anchor points and line segments can connect to form a/an

- A. fill
- B. closed path
- C. detached path
- D. color

When preparing a design for output, what is necessary for accurate cuts?

- A. crop or trim marks
- B. registration marks
- C. bleed marks
- D. star target

The person responsible for overseeing all aspects on design projects is called the

- A. Web Design Manager
- B. Sketch Artist Coordinator
- C. Entry-Level Designer
- D. Art Director

Consecutive motion of a still image will create

- A. effect
- B. layering
- C. vectors
- D. animation

Increasing the resolution of a bitmap graphic will result in

- A. poor image quality
- B. true color usage
- C. excellent image quality
- D. greater flexibility for transferring an image

Advertising and Design - PILOT (continued)

Performance Assessment:

Administration Time: 2 hours and 45 minutes

Number of Jobs: 2

Areas Covered:

62%

Design: Computer Comprehensive – Prepare and Print Files

Participant will use the materials and tools provided to create a final computer comprehensive. Steps include following the specifications provided for the layout, obtaining digital images from the evaluator, and notifying the evaluator when the job is complete.

38%

Layout: Redesign

Participant will convert the provided image to a monochrome, add the image to the flyer, change the opacity, rename and save the file, export the file as a PDF, print, and notify the evaluator when the job is complete.

Sample Job: Layout: Redesign

Maximum Job Time: 45 minutes

Participant Activity: The participant will convert the provided image to a monochrome using raster image editing software, add the converted image to the flyer from Job 1 placing it behind the circular text, change the opacity of the newly placed image, rename and save the file, export the file as a print-ready PDF, print final computer comprehensive, and notify the evaluator when the job is complete.