NOCTI CTE®

Measuring What Matters in CTE

Job Ready Assessment Blueprint

Advertising and Design

Test Code: 4019 / Version: 01

General Assessment Information

Blueprint Contents

General Assessment Information
Written Assessment Information
Specific Competencies Covered in the Test

Sample Written Items
Performance Assessment Information
Sample Performance Job

Test Type: The Advertising and Design industry-based credential is included in NOCTI's Job Ready assessment battery. Job Ready assessments measure technical skills at the occupational level and include items which gauge factual and theoretical knowledge. Job Ready assessments typically offer both a written and performance component and can be used at the secondary and post-secondary levels. Job Ready assessments can be delivered in an online or paper/pencil format.

Revision Team: The assessment content is based on input from secondary, post-secondary, and business/industry representatives from the states of Georgia, New York, Oklahoma, and Pennsylvania.

CIP Code

09.0903-Advertising

CTE
Learning that works for America

Career Cluster 14 - Marketing

o·net™
in·it

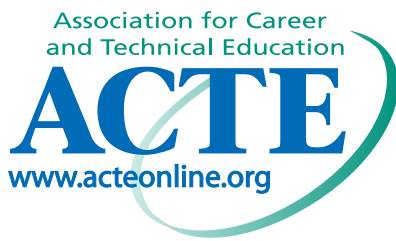27-1024.00-
Graphic Designers

NATIONAL COLLEGE CREDIT RECOMMENDATION SERVICE
University of the State of New York - Regents Research Fund

In the lower division baccalaureate/associate degree category, 3 semester hours in Advertising or Advertising Design

(Continued on the following page)

General Assessment Information (continued)

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!

The International Sign Association (ISA) represents manufacturers, suppliers and users of on-premise signs and sign products from all 50 states and around the globe. The sign and visual communications industry is a $37.5 billion business that employs more than 200,000 individuals. One of ISA's long term goals is to showcase and promote the many exciting and diverse career opportunities that exist within the sign and visual communications industry and to apprise students of the abundant employment opportunities that are present to skilled and qualified candidates. ISA strongly encourages and supports students that work to enhance their educational achievements by completing NOCTI assessments.
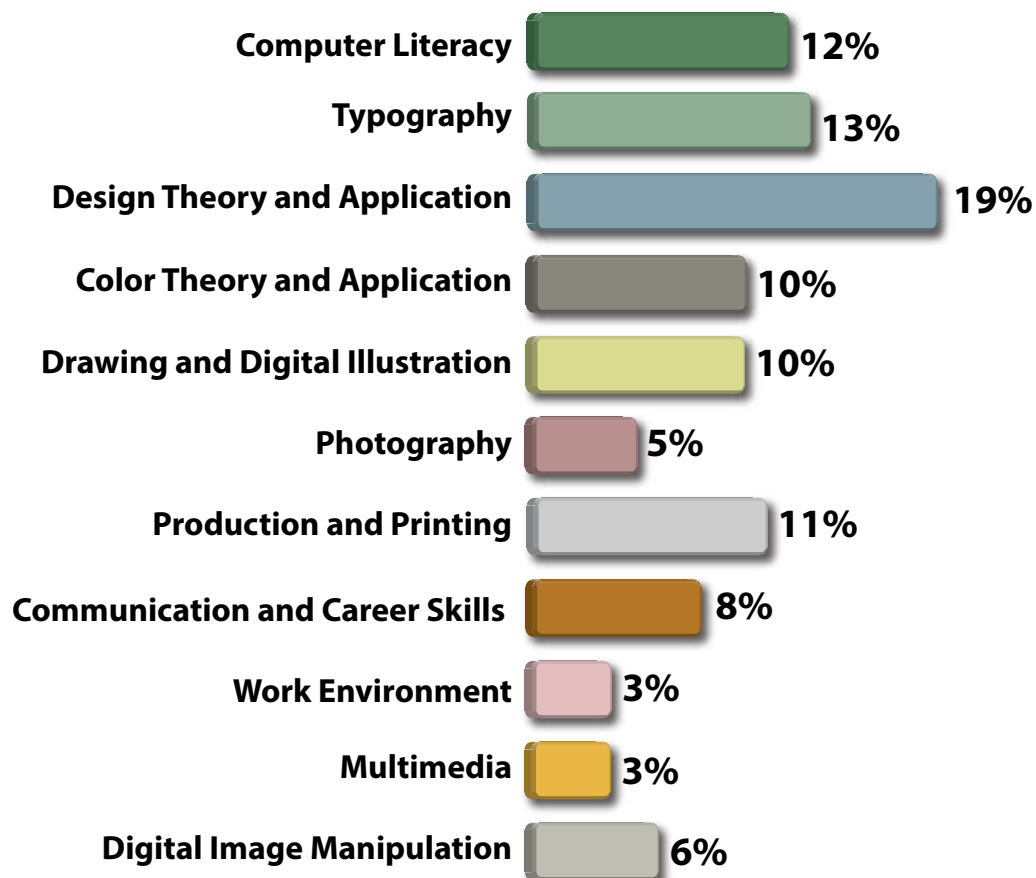
Written Assessment

NOCTI written assessments consist of questions to measure an individual's factual theoretical knowledge.

Administration Time: 3 hours
Number of Questions: 195
Number of Sessions: This assessment may be administered in one, two, or three sessions.

Areas Covered

Area	Percentage
Computer Literacy	12%
Typography	13%
Design Theory and Application	19%
Color Theory and Application	10%
Drawing and Digital Illustration	10%
Photography	5%
Production and Printing	11%
Communication and Career Skills	8%
Work Environment	3%
Multimedia	3%
Digital Image Manipulation	6%

Specific Standards and Competencies Included 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

(Continued on the following page)

Specific Standards and Competencies (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 Standards and Competencies (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

Specific Competencies and Skills (continued)

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

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)

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

Sample Questions (continued)

A drawing technique showing depth is called
     A. orthographic
     B. perspective
     C. mechanical
     D. planographic

When a design has all its visual elements equally balanced, the design is called
     A. symmetrical
     B. asymmetrical
     C. uniform
     D. geometric

Twain acquire is used to select a scanner to _____ an image.
     A. digitize
     B. print
     C. crop
     D. delete

When making an oral presentation to a client, speak
     A. clearly and confidently
     B. in a low voice
     C. quickly and urgently
     D. in a monotone

The first step in converting a color image to a duotone is to
     A. enlarge the resolution
     B. convert the image to grayscale
     C. change the model to LAB
     D. adjust the curves

Performance Assessment

NOCTI performance assessments allow individuals to demonstrate their acquired skills by completing actual jobs using the tools, materials, machines, and equipment related to the technical area.

**Administration Time:** 4 hours
Number of Jobs: 2

Areas Covered:

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

49% Layout: Comprehensive Redesign
Participants will develop ideas, use equipment appropriately, communicate well, sketch thumbnails, create a color rough, design a comprehensive, adhere to the project parameters, and create a final presentation board.
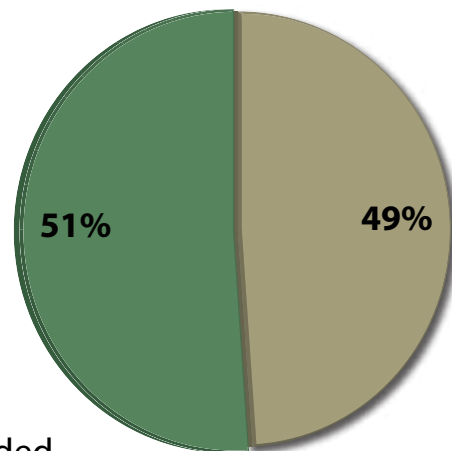
Sample Job

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.