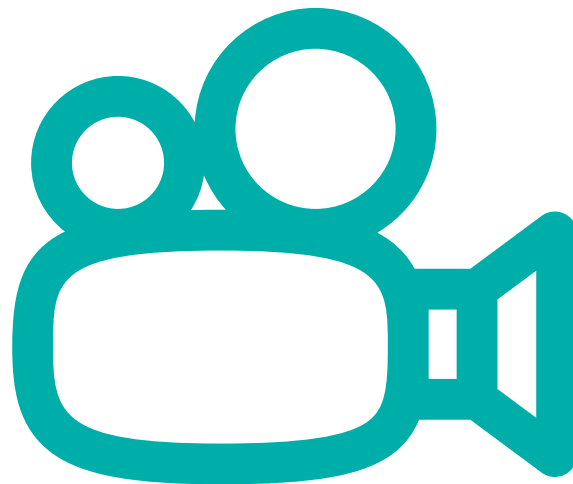




NOCTI
State Customized
Credential Blueprint



Commercial and Advertising Art (PA)

Code: 7932 / Version: 01
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General Assessment Information

Blueprint Contents

General Assessment Information	Sample Written Items
Written Assessment Information	Performance Assessment Information
Specific Competencies Covered in the Test	Sample Performance Job

Test Type: The Commercial and Advertising Art PA Assessment was developed based on a Pennsylvania statewide competency task list and contains a multiple-choice and performance component. This assessment is meant to measure technical skills at the occupational level and includes items which gauge factual and theoretical knowledge.

Revision Team: The assessment content is based on input from Pennsylvania educators who teach in approved career and technical education programs.



50.0402- Commercial &
Advertising Art



Career Cluster - Arts, A/V
Technology & Communications

Written Assessment

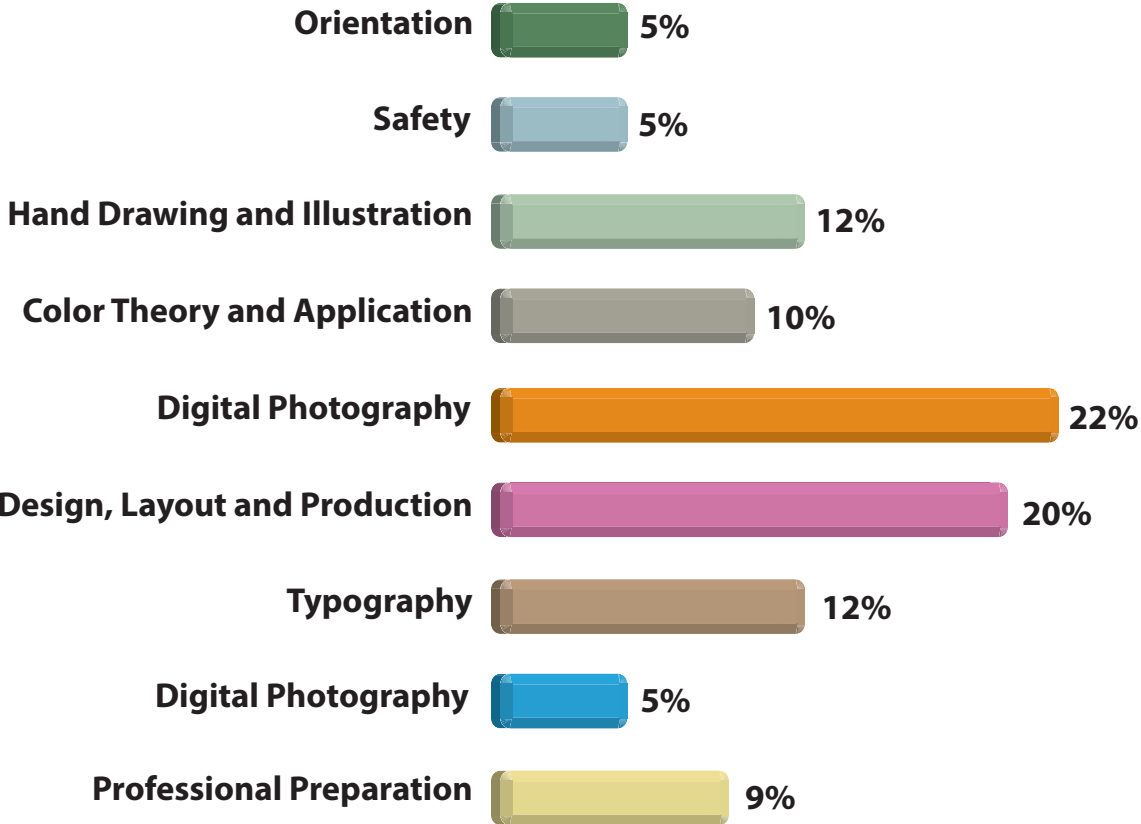
NOCTI written assessments consist of questions to measure an individual’s factual theoretical knowledge.

Administration Time: 3 hours

Number of Questions: 200

Number of Sessions: This assessment may be administered in one, two, or three sessions.

Areas Covered



Specific Standards and Competencies Included in this Assessment

Orientation

- Identify career paths within the vocational profession
- List occupational requirements
- Demonstrate research and organizational skills
- Identify how copyright laws apply to visual communication

Safety

- Operate media presentation equipment
- Demonstrate safe practices when using computer hardware and software
- Demonstrate safe practices when using and maintaining hand tools
- Demonstrate safe practices when using, storing, and disposing of paints, solvents, and chemicals
- Demonstrate safe cutting procedures

Hand Drawing and Illustration

- Draw objects using linear perspective
- Draw basic geometric and organic forms showing texture and tone
- Create line art
- Apply anatomy concepts in drawing
- Draw from direct observation
- Produce color illustrations using various media

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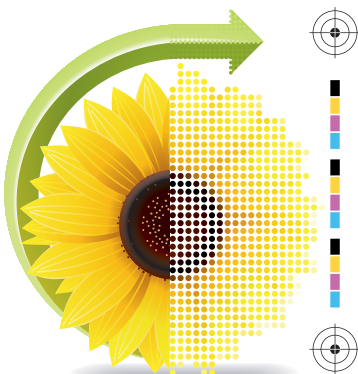
Specific Standards and Competencies (continued)

Color Theory and Application

- Apply the basic structure of color (hue, intensity, saturation) to generate color solutions
- Apply appropriate color schemes to generate design solutions
- Identify and apply additive and subtractive color

Digital Imaging

- Demonstrate image scanning procedures
- Identify the properties of vector and raster images
- Demonstrate basic use of page layout software (e.g., Quark®, InDesign®)
- Demonstrate intermediate use of page layout software (e.g., Quark®, InDesign®)
- Demonstrate basic use of a vector-based drawing program (e.g., Illustrator®)
- Demonstrate intermediate use of a vector-based drawing program (e.g., Illustrator®)
- Demonstrate basic use of image editing software (e.g., Photoshop®)
- Demonstrate intermediate use of image editing software (e.g., Photoshop®)
- Demonstrate use of input, output, and storage devices
- Demonstrate the use of the Macintosh® operating system
- Demonstrate appropriate use of different file formats
- Organize and manage digital files



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Specific Standards and Competencies (continued)

Design, Layout, and Production

- Research the history of advertising design
- Apply elements and principles of design
- Write a creative brief
- Produce thumbnails, roughs, and comprehensive
- Design a logo
- Create an identity package
- Demonstrate basic knowledge of printing processes
- Design promotional materials
- Prepare files for output
- Demonstrate knowledge of color separations
- Demonstrate knowledge of printer's marks and measurements



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Specific Standards and Competencies (continued)

Typography

- Identify the anatomy and classification of type
- Identify typographic styles
- Manipulate type through character and paragraph formatting
- Choose and apply appropriate typeface

Digital Photography

- Operate digital camera and accessories
- Compose a photograph through the lens
- Demonstrate use of lighting
- Demonstrate ability to physically stabilize camera

Professional Preparation

- Prepare a portfolio
- Participate in the interview process
- Inventory personal career interests and goals
- Research employment opportunities
- Explore postsecondary institutions and opportunities
- Deliver an oral presentation
- Prepare a resume and cover letter
- Estimate time and materials for a project
- Complete a job or college application
- Prepare and present a 3 to 5 minute talk on a competency
- Participate in a mock interview
- Demonstrate matting and mounting a work of art
- Participate in critiques
- Research current industry practices

Sample Questions

Which of the following describes the meaning of local value?

- A. the overall darkness/lightness of an object
- B. the proximity of one object to another
- C. the contrast level of an object close by
- D. how tall an object appears as it is brought near

Cool colors include

- A. black, green, and blue
- B. green, blue, and purple
- C. gray, black, and green
- D. red, orange, and yellow

What resolution is best for web graphics?

- A. 72 pixels per inch
- B. 150 pixels per inch
- C. 300 pixels per inch
- D. 1,200 pixels per inch

Balance and emphasis are examples of design

- A. principles
- B. elements
- C. forms
- D. objectives

The baseline is located at the

- A. bottom of x-height
- B. top of ascender
- C. center of copy
- D. bottom of descender

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Sample Questions (continued)

The _____ lays out a magazine advertisement.

- A. graphic designer
- B. photographer
- C. illustrator
- D. interior designer

The most important factor when presenting information on a video screen to a large group of people is

- A. use of color
- B. size of screen
- C. volume
- D. readability

Part of a good portfolio includes thumbnails and working sketches to show the designer's

- A. thought processes
- B. illustration skills
- C. organizational skills
- D. ability to draw various sizes

During a group critique of a project, criticism should be

- A. constructive
- B. biased
- C. general
- D. unfair

Depth of field is determined by

- A. ISO
- B. shutter speed
- C. filters
- D. aperture setting

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: 3 hours

Number of Jobs: 2

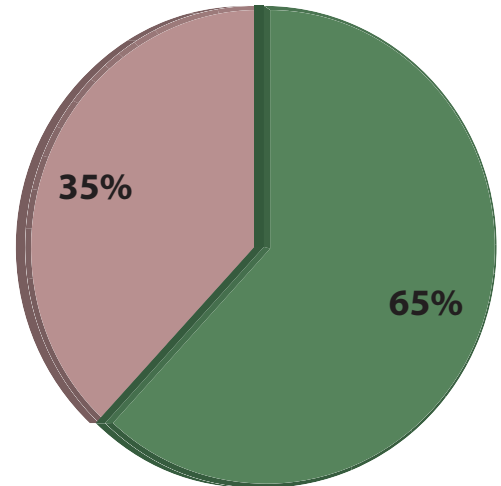
Areas Covered:

65% Edit Digital Images

Participants will edit images A, B, and C, and edit and place a logo.

35% Design a Page Layout

Participants will sketch thumbnails, follow specs, include correct elements, correctly save files, and have created a good final design.



Sample Job

Edit Digital Image

Maximum Time: 60 minutes

Participant Activity: The participant will be provided four digital images to edit as well as corrected watermarked samples to use as a guide for editing the images.



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