NOCTI

Advertising and Design

General Assessment Information

Test Type: The Advertising and Design assessment is included in NOCTI's Teacher assessment battery. Teacher assessments measure an individual's technical knowledge and skills in a proctored proficiency examination format. These assessments are used in a large number of states as part of the teacher licensing and/or certification process, assessing competency in all aspects of a particular industry. NOCTI Teacher tests typically offer both a written and performance component that must be administered at a NOCTI-approved Area Test Center. Teacher assessments can be delivered in an online or paper/pencil format.

Revision Team: The assessment content is based on input from subject matter experts representing the following states: Alabama, Kentucky, New Jersey, New York, Pennsylvania.

09.0903 - Advertising

Career Cluster - Marketing

27-1024.00 - Graphic Designers
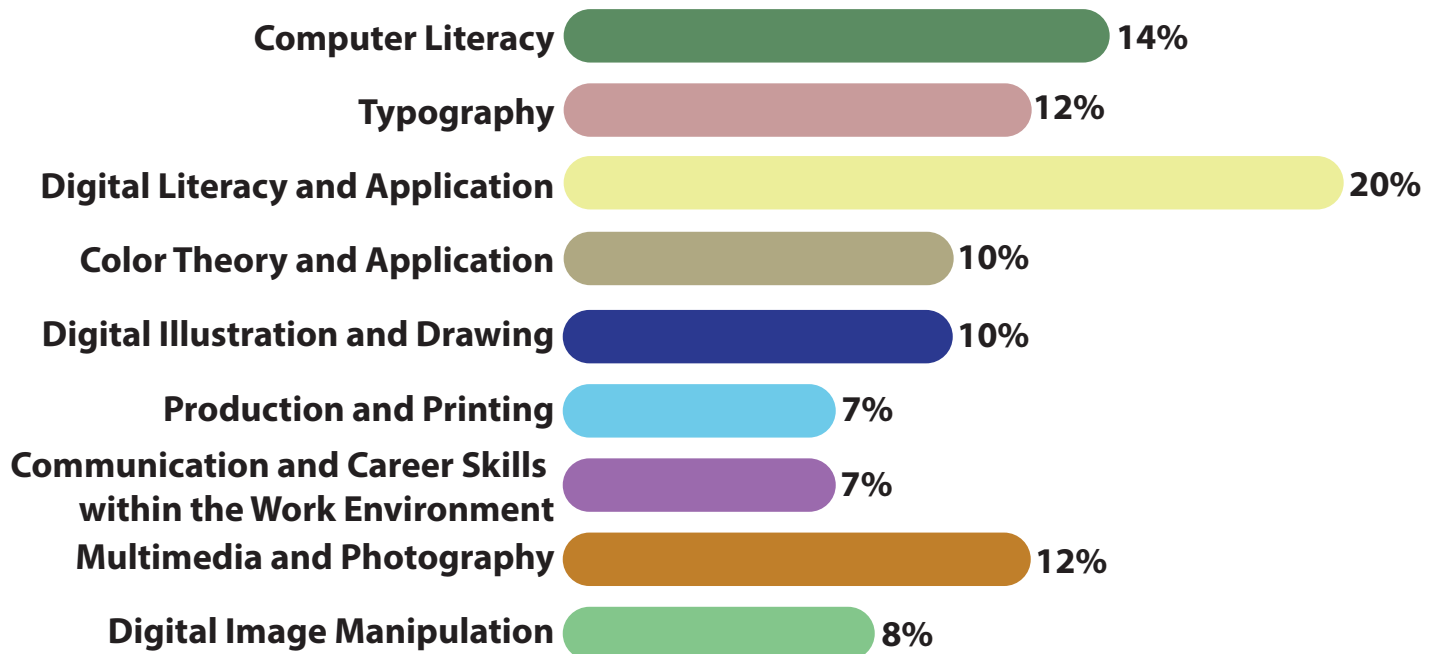
Written Assessment

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

Administration Time: 3 hours
Number of Questions: 202
Number of Sessions: This assessment may be administered in one, two, or three sessions.

Areas Covered

- Computer Literacy — 14%
- Typography — 12%
- Digital Literacy and Application — 20%
- Color Theory and Application — 10%
- Digital Illustration and Drawing — 10%
- Production and Printing — 7%
- Communication and Career Skills within the Work Environment — 7%
- Multimedia and Photography — 12%
- Digital Image Manipulation — 8%

Specific Standards and Competencies Included 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
- 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

Specific Standards and Competencies (continued)

Color Theory and Application
- Identify color theory 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 images 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)

Specific Standards and Competencies (continued)

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)

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

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

RGB colors are
      A. rose, green, bright
      B. neutral
      C. warm
      D. red, green, blue

Sample Questions

A series of anchor points and line segments can connect to form a/an
> A. fill
> B. closed path
> C. detached path
> D. color

PDF documents are ideal for printing because
> A. their file sizes are small
> B. their fonts and images are embedded
> C. they can be emailed
> D. they can be opened in a short amount of time

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. better image quality
> D. greater flexibility for transferring an image

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:** 2 hour and 45 minutes
Number of Jobs: 2

Areas Covered:

38%

62%

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.
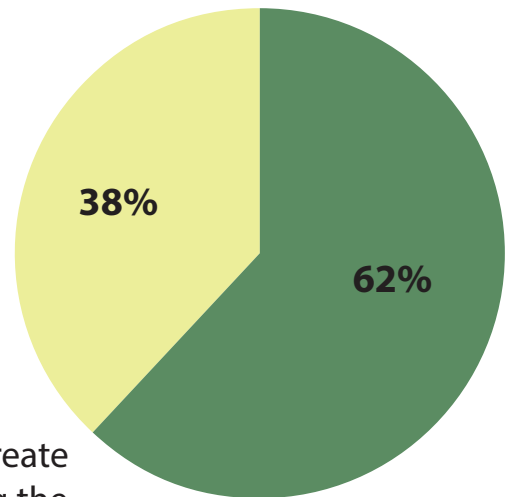
Sample Job

Layout: Redesign

Maximum 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.