

Competency Task List – Secondary Component
Commercial & Advertising Art CIP 50.0402
 High School Graduation Years 2025, 2026, 2027

100 Orientation

| Item | Task | (X) Indicates Proficiency ¹ | Secondary Course Crosswalk |
|------|---|--|----------------------------|
| 101 | Investigate career paths and occupational requirements within the profession. | | |
| | RESERVED (102-103) | | |
| 104 | Apply copyright laws in communication. | | |

200 Safety

| Item | Task | (X) Indicates Proficiency ¹ | Secondary Course Crosswalk |
|------|---|--|----------------------------|
| 201 | Follow safety protocols related to ergonomics. | | |
| 202 | Follow safety requirements for use of hardware, software, and equipment. | | |
| 203 | Use and maintain hand tools following established safety protocols. | | |
| 204 | Use, store, and dispose of paints, solvents, and chemicals according to OSHA regulations. | | |
| 205 | Follow cutting procedures using established safety protocols. | | |
| 206 | Investigate hazard communication, environmental, and SDS laws. | | |

300 Drawing and Illustration

| Item | Task | (X) Indicates Proficiency ¹ | Secondary Course Crosswalk |
|------|-------------------------|--|----------------------------|
| 301 | Draw using perspective. | | |

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| 302 | Draw basic geometric and organic forms showing texture and tone. | | |
| 303 | Draw line art. | | |
| 304 | Apply anatomy concepts in drawing. | | |
| 305 | Draw from direct observation. | | |
| 306 | Produce illustrations using various media. | | |
| 307 | Illustrate using value. | | |

400 Color Theory and Application

| Item | Task | (X) Indicates Proficiency ¹ | Secondary Course Crosswalk |
|------|---|--|----------------------------|
| 401 | Apply the structure of color (hue, saturation, brightness) to generate color solutions. | | |
| 402 | Apply appropriate color schemes to generate design solutions. | | |
| 403 | Identify color models including additive and subtractive color. | | |

500 Digital Imaging

| Item | Task | (X) Indicates Proficiency ¹ | Secondary Course Crosswalk |
|------|--|--|----------------------------|
| 501 | Execute image scanning procedures. | | |
| 502 | Identify the properties of vector and raster images. | | |
| 503 | Utilize basic functions of a page layout software. | | |
| 504 | Utilize intermediate functions of a page layout software. | | |
| 505 | Utilize basic functions of a vector-based drawing program. | | |
| 506 | Utilize intermediate functions of a vector-based drawing program. | | |
| 507 | Utilize basic functions of a raster-based image editing software. | | |
| 508 | Utilize intermediate functions of a raster-based image editing software. | | |
| 509 | Utilize use of input, output, and storage devices. | | |
| 510 | Utilize different file formats. | | |
| 511 | Organize and manage digital files. | | |

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| 512 | Investigate basic functions of web or mobile design software. | | |
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600 Design, Layout, and Production

| Item | Task | (X) Indicates Proficiency ¹ | Secondary Course Crosswalk |
|------|--|--|----------------------------|
| 601 | Research the history of advertising design. | | |
| 602 | Apply elements and principles of design. | | |
| 603 | Interpret a creative or design brief. | | |
| 604 | Produce thumbnails, roughs, and comprehensive. | | |
| 605 | Design a logo. | | |
| 606 | Create a design for a 3-D package. | | |
| 607 | Utilize basic knowledge of printing processes. | | |
| 608 | Design promotional materials. | | |
| 609 | Prepare files for output. | | |
| 610 | Utilize printer's marks and color separations. | | |
| 611 | Utilize basic math functions, proportions, and measurements. | | |

700 Typography

| Item | Task | (X) Indicates Proficiency ¹ | Secondary Course Crosswalk |
|------|---|--|----------------------------|
| 701 | Identify the anatomy and classification of type. | | |
| 702 | Identify typographic styles. | | |
| 703 | Manipulate type through character and paragraph formatting. | | |
| 704 | Choose and apply an appropriate typeface. | | |

800 Digital Photography

| Item | Task | (X) Indicates Proficiency ¹ | Secondary Course Crosswalk |
|------|---|--|----------------------------|
| 801 | Operate a digital camera and accessories. | | |
| 802 | Compose a photograph through the lens. | | |
| 803 | Determine lighting options and their effects. | | |
| 804 | Stabilize a camera. | | |
| 805 | Download and manage digital images. | | |
| 806 | Utilize principles of the exposure triangle. | | |

900 Professional Practices

| Item | Task | (X) Indicates Proficiency ¹ | Secondary Course Crosswalk |
|------|--|--|----------------------------|
| 901 | Prepare and present a portfolio. | | |
| 902 | Prepare and present a visual concept presentation. | | |
| 903 | Estimate time, materials and cost for a project. | | |
| 904 | RESERVED | | |
| 905 | RESERVED | | |
| 906 | Participate in critiques of commercial art projects. | | |
| 907 | Explore current industry trends. | | |
| 908 | Demonstrate research, employability, and organizational skills. | | |
| 909 | Create personal branding materials. | | |
| 910 | Explore the importance of social media as it relates to employability. | | |

¹ Student Demonstrated Entry-Level Industry Proficiency as Indicated by (X)

Secondary CTE Instructor Signature _____ Date _____

Student Signature _____ Date _____