

Entry Level Assessment Blueprint

Advertising and Design



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 with 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., margin, trim)
- 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

Specific Standards and Competencies continued:

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 understand 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)

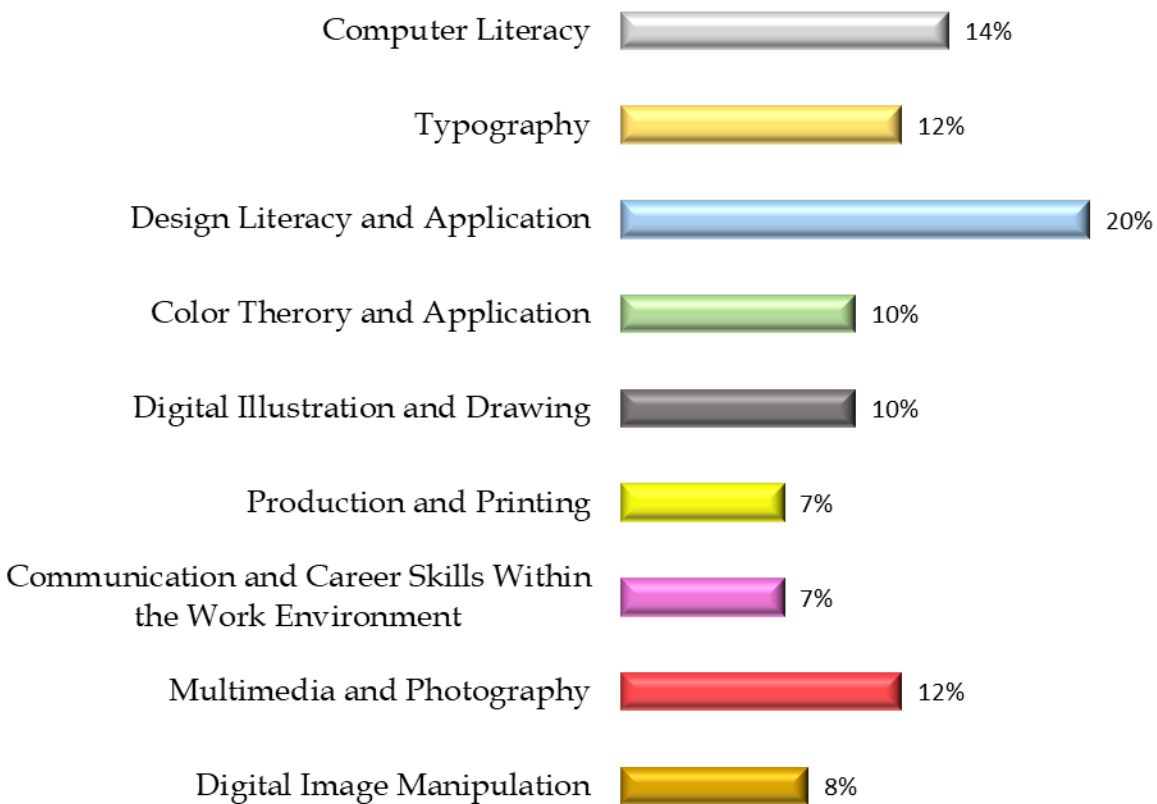


Written Assessment:

Administration Time: 3 hours

Number of Questions: 202

Areas Covered:



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

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

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

Sample Questions (Continued):

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

A 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:

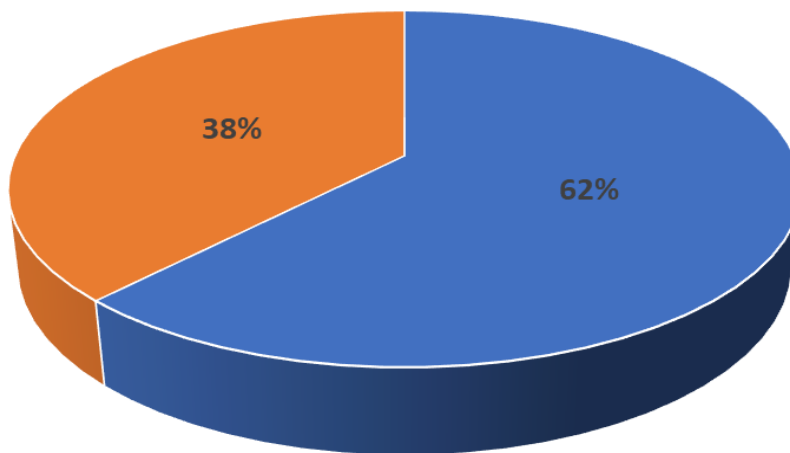
Administration Time: 2 hours and 45 minutes

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 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.

