



**ADVERTISING DESIGN  
ILLUSTRATOR  
SKILLS STANDARDS  
OD44113**

## ***Competency-Based Education: OKLAHOMA'S RECIPE FOR SUCCESS***

### ***BY THE INDUSTRY FOR THE INDUSTRY***

Oklahoma's *CareerTech* system of competency-based education uses industry professionals and certification standards to identify the knowledge and abilities needed to master an occupation. This industry input provides the foundation for development of instructional materials that help prepare the comprehensively trained, highly skilled employees demanded by our workplace partners.

### ***TOOLS FOR SUCCESS***

*CareerTech* relies on three basic instructional components to deliver competency-based instruction: skills standards, curriculum materials, and competency assessments.

**Skills standards** provide the foundation for competency-based instruction in Oklahoma's *CareerTech* system. The skills standards outline the knowledge, skills, and abilities needed to perform related jobs within an industry. Skills standards are aligned with national skills standards; therefore, a student trained to the skills standards possesses technical skills that make him/her employable in both state and national job markets.

**Curriculum materials** contain information and activities that teach students the knowledge and skills outlined in the skills standards. In addition to complementing classroom instruction, curriculum resources provide supplemental activities to enhance learning and provide hands-on training experiences.

**Competency Assessments** test the student over material outlined in the skills standards and taught using the curriculum materials. When used with classroom performance evaluations, written competency assessments provide a means of measuring occupational readiness.

Although each of these components satisfy a unique purpose in competency-based education, they work together to reinforce the skills and abilities students need to gain employment and succeed on the job.

### ***MEASURING SUCCESS***

Written competency assessments are used to evaluate student performance. Results reports communicate competency assessment scores to students and provide a breakdown of assessment results by duty area. The results breakdown shows how well the student has mastered skills needed to perform major job functions and identifies areas of job responsibility that may require additional instruction and/or training.

Group analysis of student results also provides feedback to instructors seeking to improve the effectiveness of career and technology training. Performance patterns in individual duties indicate opportunities to evaluate training methods and customize instruction.

### ***TRUE TO OUR PURPOSE***

"We prepare Oklahomans to succeed in the workplace, in education, and in life" defines the mission of Oklahoma *CareerTech* and its competency-based system of instruction. Skills standards, curriculum, and assessments that identify and reinforce industry expectations provide accountability for programs and assure *CareerTech*'s continued role in preparing skilled workers for a global job market

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**ADVERTISING DESIGN  
ILLUSTRATOR  
SKILLS STANDARDS  
Frequency and Criticality Ratings**

Duty R: Basic Computer Illustration

Duty S: Demonstrate Basic Drawing/Illustration Skills (traditional and electronic)

Duty T: Perform Basic Line Art Techniques

Duty U: Perform Digital Illustrative Techniques

Duty V: Perform Basic Continuous Tone Techniques

Duty W: Develop a Layout Sequentially Through the Visual Stage

Duty X: Equipment, Tools, and Materials

**Frequency:** represents how often the task is performed on the job. Frequency rating scales vary for different occupations. The rating scale used in this publication is presented below:

- 1 = less than once a week
- 2 = at least once a week
- 3 = once or more a day

**Criticality:** denotes the level of consequence associated with performing a task incorrectly. The rating scale used in this publication is presented below:

- 1 = slight
- 2 = moderate
- 3 = extreme

**DUTY R: Basic Computer Illustration**

CODE	TASK	F/C
R.01	Demonstrate a functional knowledge of menus and palettes of illustration software	3/2
R.02	Use tools and effects	3/3
R.03	Create, import, and edit line art	2/3
R.04	Create, import, and edit spot color illustrations	2/3
R.05	Create, import, and edit process color illustrations	2/3
R.06	Create, import, and edit RGB illustrations	2/3
R.07	Import scanned images and trace/redraw	2/3
R.08	Create and use style sheets	2/3
R.09	Create custom blends, masks, and compound paths	2/3
R.10	Convert type to paths and manipulate for display	2/3
R.11	Prepare graphics and text for on-screen presentation	1/3
R.12	Produce a logo design on the computer and integrate into a design	3/3
R.13	Create vector animations for on-screen presentations	1/1
R.14	Prepare graphics and text for print	3/3
R.15	Perform printing and separation functions	2/3

**DUTY S: Demonstrate Basic Drawing/Illustration Skills (traditional and electronic)**

CODE	TASK	F/C
S.01	Identify tools, equipment and materials	3/3
S.02	Determine which surfaces works best for an application	3/3
S.03	Demonstrate knowledge of illustrations, mediums, techniques, and applications	3/3
S.04	Create drawings to reflect various perspectives	2/3
S.05	Create a design using tints and fills for a given job using a graphics program	1/3
S.06	Render illustrations	3/3
S.07	Prepare logos and/or trademarks	2/3
S.08	Perform various line art techniques	2/3
S.09	Perform various continuous tone art	2/3
S.10	Create a design using manipulated type (rotated, circled, extended, etc.) for a publication	2/3
S.11	Perform hand and computer illustrations (freehand sketches, auxiliary views, one- and two-point perspectives, alter drawings)	1/3
S.12	Integrate paint illustration program techniques with digital photography imagery	1/3
S.13	Create a design/publication	2/3

**DUTY T: Perform Basic Line Art Techniques**

CODE	TASK	F/C
T.01	Define line art	1/1
T.02	Demonstrate use of terminology	3/3
T.03	Describe various techniques and reproduction quality used for line art	2/2
T.04	Perform various line art techniques (i.e.: stippling, cross-hatching, scratchboard, etc.)	2/3

**DUTY U: Perform Digital Illustrative Techniques**

CODE	TASK	F/C
U.01	Demonstrate use of color corrections and adjustments	2/3
U.02	Demonstrate use of gradients and fills	2/3
U.03	Demonstrate use of duotones, tritones and quadtones	2/3
U.04	Demonstrate use of spot color	2/3
U.05	Demonstrate use of advanced selection tools	2/3
U.06	Demonstrate use of path features (clipping and editing)	2/3
U.07	Demonstrate use of mask features (clipping and editing)	2/3
U.08	Demonstrate use of advanced selection tools	2/3
U.09	Save/export in appropriate file format (i.e. EPS, JPG, GIF, PSD, DOC, TIFF, AI, PDF, PNG)	3/3
U.10	Demonstrate use and manipulation of layers	2/3
U.11	Define and edit graphs	1/3
U.12	Demonstrate and apply different image features (effects and filters)	2/3

U.13	Demonstrate ability to compose photographic image	2/3
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**DUTY V: Perform Basic Continuous Tone Techniques**

CODE	TASK	F/C
V.01	Define continuous tone art	1/1
V.02	Compare continuous tone art and line art	2/3
V.03	Demonstrate techniques on product illustration	3/3
V.04	Prepare art for reproduction in advertising formats (graphite, ink wash, painting, marker rendering)	2/3
V.05	Determine the production technique for reproduction quality	2/3

**DUTY W: Develop a Layout Sequentially Through the Visual Stage**

CODE	TASK	F/C
W.01	Demonstrate use of terminology	3/3
W.02	Discuss basic elements of a layout	3/3
W.03	Draw thumbnail layouts	2/3
W.04	Develop a rough layout from thumbnail sketch	2/3
W.05	Render comprehensive layouts from roughs	2/3
W.06	Construct dummies from roughs for presentation	2/3