



**ADVERTISING DESIGN
PRODUCTION ARTIST
SKILLS STANDARDS
OD44114**

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
PRODUCTION ARTIST
SKILLS STANDARDS
Frequency and Criticality Ratings**

- Duty A: Safety and First Aid
- Duty B: Production/Printing Basics
- Duty C: Orientation to Production Artist
- Duty D: Copyright Laws
- Duty E: Basic Math and Measurement Skills
- Duty F: Storage
- Duty G: Typography
- Duty H: Page Layout
- Duty I: Image Capture
- Duty J: Photo Manipulation for Print
- Duty K: Digital File Preparation
- Duty L: Digital File Output

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
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DUTY A: Safety and First Aid

CODE	TASK	F/C
A.01	List the steps to be taken in case of injury in the lab	1/3
A.02	Read and interpret Material Safety Data Sheets (MSDS)	1/3
A.03	Read, interpret, and follow instructions on warning labels	1/3
A.04	Identify the safety color codes	1/3
A.05	List safety rules involving flammable liquids	1/3
A.06	Follow proper safety procedures when operating equipment and lifting	2/3
A.07	Follow approved shop dress code for safe operation including necessary personal safety equipment	3/3
A.08	Identify protective safety equipment where needed (ear plugs, gloves, goggles)	1/2
A.09	Identify location(s) of first aid kit(s) and eye wash station(s)	1/3

A.10	Use approved methods to dispose of waste materials	1/3
A.11	Identify locations(s) and describe proper use of fire safety equipment	1/3
A.12	Differentiate between safe and unsafe uses of electrical equipment	1/3
A.13	Match ergonomic disorders with their causes	3/3
A.14	Maintain a safe and clean work environment	3/3

DUTY B: Production/Printing Basics

CODE	TASK	F/C
B.01	Identify print markets and types of print businesses <ul style="list-style-type: none"> • Silk screen • Sheet fed • Web press • Gravure 	1/1
B.02	Identify the products produced by each major process	1/1
B.03	List in order the technical production flow from idea to finished product	1/1
B.04	Understand RGB color, CMYK color, color separation, and Pantone Matching System (PMS)	3/3

DUTY C: Orientation to Production Artist

CODE	TASK	F/C
C.01	Read and comprehend production information on a job jacket/ticket	3/3
C.02	Demonstrate knowledge of basic tools, equipment and terminology	3/3
C.03	Identify the basic elements/principles of graphic design (i.e., line, shape, value, texture, format/balance, emphasis, rhythm, unity)	2/2
C.04	Identify line art, halftone or color image	2/2
C.05	Identify continuous tone image	2/2
C.06	Identify the differences between raster and vector	2/2
C.07	Explain the difference between word processing, illustration, image editing, and page layout software	1/2
C.08	Select appropriate software for word processing, illustration, image editing, and page layout	3/3
C.09	Demonstrate keyboard typing proficiency (35 wpm/90% accuracy)	3/2
C.10	Define pre-flighting	2/2

DUTY D: Copyright Laws

CODE	TASK	F/C
D.01	Determine local printing trade customs	1/3
D.02	Select items that may or may not be copyrighted	3/3
D.03	Identify elements of the U.S. copyright law (©, artist name, year)	3/3
D.04	Identify "fair use" of copywritten material, both published and electronic	3/3

DUTY E: Basic Math and Measurement Skills

CODE	TASK	F/C
E.01	Add and subtract decimals	3/3
E.02	Add and subtract fractions	3/3
E.03	Convert fractions to decimals and vice versa	3/3
E.04	Convert feet to inches and vice versa	3/3
E.05	Convert the printer's point system to inches and vice versa	3/3
E.06	Identify basic measuring tools and use to accurately measure to 1/16 inch	3/3
E.07	Use an E-scale to measure picas and points	3/3
E.08	Measure for reduction and enlargement using various methods to determine percentage setting	3/3
E.09	Calculate simple percents and discounts	3/3
E.10	Calculate time and money relating to a production job	3/3

DUTY F: Storage

CODE	TASK	F/C
F.01	Organize a file management system on the hard drive	3/3
F.02	Initialize an external media	1/3
F.03	Backup files to external storage	2/3
F.04	Transfer files from Windows to Mac formats and Mac formats to Windows	1/2
F.05	Use a file compression utility (Zip, Stuffit)	1/2

DUTY G: Typography

CODE	TASK	F/C
G.01	Identify x-height, mean-line, baseline, ascenders, descenders, counter/body, and their roles in measuring and designing with type	3/2
G.02	Identify lowercase, caps/uppercase, small caps, ligatures and glyphs	3/3
G.03	Identify the basic type styles and their uses	3/2
G.04	Distinguish between serif and sans serif type styles	3/2
G.05	Distinguish between display type (headline-above 14 pt.) and body type (text-14 pt. and below) by their point sizes and styles	3/2
G.06	Define dingbats, bullets, rules, and symbols and their uses in publications	3/2
G.07	Distinguish the type arrangements: flush left–ragged right, flush right–ragged left, centered, and justified	3/2
G.08	Measure copy/text in points using an E-scale	2/2
G.09	Distinguish type size, leading, tracking and kerning	3/2
G.10	Distinguish special characters (i.e.: en space, em dashes, first line indent, etc.) and paragraph spacing	3/2
G.11	Explain the difference between TrueType, Type 1, and OpenType fonts	1/1

DUTY H: Page Layout

CODE	TASK	F/C
H.01	Demonstrate a functional knowledge of menus and palettes of page layout software	3/2
H.02	Set-up new document (page size, orientation, pagination, margins, columns, gutter width) according to job specifications	3/3
H.03	Enter and import text	3/2
H.04	Set text through use of character and paragraph formatting	3/2
H.05	Create and use style sheets	2/2
H.06	Demonstrate the use of spell checker and automatic hyphenation	3/3
H.07	Proofread, edit and make corrections/adjustments to copy on screen	3/3
H.08	Import and create graphic elements	3/2
H.09	Use, modify, and manipulate text and graphic elements	3/3
H.10	Link and update graphics	2/2
H.11	Use screen tints and reverses	2/2
H.12	Use spot and process color	2/2
H.13	Demonstrate the proper procedures for printing a proof	3/3
H.14	Create mock-up	1/2
H.15	Make separations	1/3
H.16	Save for service bureau	1/3
H.17	Export documents as PDFs	1/3
H.18	Reproduce flyers, brochures and other materials for print	3/3
H.19	Reproduce forms and technical tabulated documents	3/3

DUTY I: Image Capture

CODE	TASK	F/C
I.01	Define the difference between raster and vector	2/2
I.02	Identify basic scanning hardware	1/1
I.03	Identify basic scanner software, its uses and limitations	1/1
I.04	Demonstrate appropriate scanner/program operations resolution for line artwork	1/2
I.05	Demonstrate appropriate scanner/program operations resolution for continuous tone/halftone	1/2
I.06	Demonstrate saving scanned images into an appropriate file format	1/2
I.07	Identify basic digital camera hardware	1/1
I.08	Explain the various components and operations of a digital camera	1/1
I.09	Demonstrate appropriate digital camera operations for image capture	1/2
I.10	Identify high/low resolution images	2/2
I.11	Import digital images from a digital camera into the computer	1/2
I.12	Explain the basic principle of dot gain and its impact on printed materials	1/1
I.13	Demonstrate importing scanned images into page layout software	3/2

DUTY J: Photo Manipulation for Print

CODE	TASK	F/C
J.01	Demonstrate a functional knowledge of menus and palettes in photo manipulation software	3/2
J.02	Determine line art, halftone or color image	3/2
J.03	Scan image at appropriate resolution	2/3
J.04	Import and export images of varying formats	2/2
J.05	Use tools and filters	3/3
J.06	Create and manipulate selections	3/3
J.07	Employ masking techniques	3/3
J.08	Create and manipulate multiple layers	3/3
J.09	Create drop shadows, special edges, transparent layers, bevels, glows, and collage blends, etc.	3/3
J.10	Perform photographic color correction using levels/curves	1/3
J.11	Set white and black points	3/3
J.12	Restore and retouch photographs	3/3
J.13	Create duotones/tritones/quadtones	1/3
J.14	Write and import Actions	1/3
J.15	Convert RGB to CMYK/grayscale/indexed color formats	3/3
J.16	Perform printing/separation functions	2/3

DUTY K: Digital File Preparation

CODE	TASK	F/C
K.01	Identify various types of removable storage media	2/2
K.02	Define postscript	1/1
K.03	Identify trapping	1/1
K.04	Define and demonstrate the use of bleed	2/2
K.05	Define imposition (layout in order after folded and trimmed)	1/1
K.06	Explain the purpose of a folding dummy	1/1
K.07	Cut and fold a proof for offset printing	1/1

DUTY L: Digital File Output

CODE	TASK	F/C
L.01	Identify common digital file problems	2/2
L.02	Convert digital file to appropriate format	2/3
L.03	Describe the various options for creating digital traps	1/1
L.04	Trap a page digitally	2/2
L.05	Perform printing/separation function	2/3
L.06	Create a folding dummy of a multi-page job with proper pagination, folds, and guides	2/3