

Advertising and Graphic Design III: Grades 9-12

Explore Peer Teaching. 1.0

1 Define terms in this unit related to advertising and graphic design process. 1.1

- 1 Use industry terminology correctly and appropriately. 1.1.1
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2 Demonstration of ethical approaches in Advance Advertising and Graphic Design. 1.2

- 1 Apply ethics in daily activities. 1.2.1
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3 Explain the duties of leadership positions. 1.3

- 1 Perform the duties of designated leadership positions. 1.3.1
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Demonstrate Independent Projects. 2.0

1 Define terminology related to career and employability skills required in the advertising and graphic design pathway. 2.1

- 1 Use industry terminology correctly and appropriately. 2.1.1
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2 Identify the design process and skills necessary for creating a project. 2.2

- 1 Apply proper research techniques and brainstorming. 2.2.1
 - 2 Produce thumbnail sketches. 2.2.2
 - 3 Produce a rough draft / sketch. 2.2.3
 - 4 Collect components necessary for production (copy, artwork, photographs). 2.2.4
 - 5 Develop and analyze a digital proof for review. 2.2.5
 - 6 Produce and evaluate final product. 2.2.6
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Workplace Skills Development. 3.0

1 Define terminology related to the equipment and skills required in the Advertising and Graphic Design pathway. 3.1

- 1 Use terminology correctly and appropriately. 3.1.1

2 Identify interpersonal skills essential to workplace success. 3.2

- 1 Generalize how timelines and attendance relate to workplace success. 3.2.1
- 2 Discuss how appropriate dress and personal cleanliness relate to workplace success. 3.2.2
- 3 Explain how maintaining workplace cleanliness is important to workplace success. 3.2.3
- 4 Demonstrate appropriate work ethics. 3.2.4
- 5 Evaluate communication, leadership, and teamwork skills essential to workplace success. 3.2.5
- 6 Demonstrate the ability to work effectively as part of a team. 3.2.6

3 Identify interpersonal skills essential to workplace success. 3.3

- 1 Research various careers in the advertising and graphic design industry. 3.3.1
- 2 Discuss the skills, education, and abilities required in the advertising and graphic design industry. 3.3.2
- 3 Research the expected growth and potential income of careers. 3.3.3

Understand the parts of a Portfolio. 4.0

1 Define terminology related to the production in the Advertising and Graphic Design pathway. 4.1

- 1 Apply industry terms appropriately. 4.1.1
- 2 Determine selections for portfolios. 4.1.2
- 3 Evaluate all aspects of selected work. 4.1.3

2 Produce completed portfolio. 4.2

- 1 Demonstrate knowledge of appropriate publishing formats for digital portfolios. 4.2.1
- 2 Develop a physical portfolio. 4.2.2
- 3 Evaluate and assess digital and physical portfolio. 4.2.3
- 4 Present and exhibit professional portfolios for viewing by prospective employers and institutions for higher learning. 4.2.4