

Advanced Advertising and Graphic Design: Grades 11, 12

Adopted 2007

Peer Teaching

1.1 Define and apply terms

1. Use industry terms appropriately in context [1.1.1](#)
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1.2 Demonstration of ethical approaches in Advanced Advertising and Graphic Design

1. Apply ethics in daily activities [1.2.1](#)
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1.3 Explain the duties of leadership positions

1. Perform the duties of leadership positions [1.3.1](#)
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Independent Projects

2.1 Define terms

1. Use industry terms appropriately in context [2.1.1](#)
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2.2 Identify the design process and skills necessary for creating a project

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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Portfolio

3.1 Define terms

1. Apply industry terms appropriately in context [3.1.1](#)
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3.2 Demonstrate use of evaluation techniques for selection of portfolio pieces

1. Determine selections for portfolios [3.2.1](#)
2. Evaluate all aspects of selected work [3.2.2](#)

3.3 Produce completed portfolios

1. Demonstrate knowledge of appropriate publishing formats (CD and DVD) for digital portfolios [3.3.1](#)
 2. Develop a physical portfolio [3.3.2](#)
 3. Evaluate and assess digital and physical portfolios [3.3.3](#)
 4. Present and exhibit professional portfolios for viewing by prospective employers and institutions for higher learning [3.3.4](#)
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Workplace Skills Development

4.1 Define Terms

1. Apply terms appropriately in context [4.1.1](#)
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4.2 Identify interpersonal skills essential to workplace success

1. Generalize how timeliness and attendance relate to workplace success [4.2.1](#)
 2. Discuss how appropriate dress and personal cleanliness relate to workplace success [4.2.2](#)
 3. Explain how maintaining workplace cleanliness is important to workplace success [4.2.3](#)
 4. Demonstrate appropriate work ethics [4.2.4](#)
 5. Evaluate communication, leadership, and teamwork skills essential to workplace success [4.2.5](#)
 6. Demonstrate the ability to work effectively as part of team [4.2.6](#)
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4.3 Explore career opportunities in the advertising and graphic design industry

1. Research various careers in the advertising and graphic design industry [4.3.1](#)
2. Discuss the skills, education, and abilities required in the advertising and graphic design industry [4.3.2](#)
3. Research the expected growth and potential income of careers in the advertising and graphic design industry [4.3.3](#)