



ADVERTISING DESIGN

Standards

1. Demonstrate knowledge of commercial art and advertising professional standards.
2. Demonstrate knowledge of advanced design elements and principles.
3. Demonstrate advanced layout and composition techniques in diverse media.
4. Demonstrate advance color theory.
5. Demonstrate advanced typography techniques.
6. Demonstrate an advanced knowledge of computer technology.
7. Critique illustration, advertising, and design.
8. Understand the importance of employability and professional work habits.
9. Demonstrate safe work practices.
10. Understand and practice copyright laws, ethics, and legal issues dealing with art.

