

Commercial Art & Design



Program / Hours: CIP 50.0402- Commercial and Advertising Art – 2 Year Half Day Program

Course Description: This two-year program prepares students for careers and postsecondary education in commercial and advertising art. Students develop skills in graphic design, digital imaging, typography, illustration, photography, color theory, drawing, and visual communication using industry-standard software, including Adobe Photoshop, Illustrator, and InDesign. Through project-based learning, students apply the elements and principles of design to create print and digital media while building a professional portfolio. Instruction emphasizes creativity, technical proficiency, design processes, and industry practices aligned with careers in graphic design, illustration, photography, web design, and related visual arts fields.

Learning Activities / Modes of Assessment:

- Small Group
- Independent Work
- One-on-One
- Classwork Activities
- Presentations
- Research Projects
- Research Papers
- Technology Use
- Tests and Quizzes

Individual Resources:

- Certiport- For Adobe Certification Testing
- BrainBuffet- Adobe tutorials
- PowerPoint Presentations
- Adobe Computer Applications- Photoshop, Illustrator & InDesign
- Commercial Art & Design Equipment and Tools

Year / MP	Task #	K - Know	U - Understand	D - Do
Yr 1 – MP 1	201	Follow safety protocols related to ergonomics	The key take-away students should understand is that proper ergonomic practices help prevent injury, improve comfort, and support long-term productivity in a creative work environment.	Students will demonstrate proper ergonomic practices by correctly setting up and using their workstation, equipment, and computer in ways that promote safe posture, reduce physical strain, and support long-term productivity.
Yr 1 – MP 1	202	Follow safety requirements for use of hardware, software, & equipment	The key take-away students should understand is that safely operating technology and equipment protects users, prevents damage, and ensures an efficient workflow.	Students will demonstrate safe operating procedures when using technology and equipment by following established safety guidelines, handling equipment properly, and maintaining an efficient workflow.
Yr 1 – MP 1	204	Use, store, & dispose of plants, solvents, & chemicals according to OSHA regulations	The key take-away students should understand is that proper handling and disposal of art materials is essential for personal safety, environmental responsibility, and workplace compliance.	Students will demonstrate proper handling, storage, and disposal of art materials by following safety procedures, environmental guidelines, and workplace regulations.
Yr 1 – MP 1	206	Investigate hazard communication, environmental, & SDS laws.	The key take-away students should understand is that understanding safety information and regulations helps identify hazards and maintain a safe studio environment.	Students will identify potential hazards and apply relevant safety information, procedures, and regulations to maintain a safe studio and work environment.
Yr 1 – MP 1	301	Draw using perspective	The key take-away students should understand is that perspective drawing creates the illusion of depth and space, making artwork appear more realistic and visually accurate.	Successfully complete perspective block lettering/numbers and room drawings at Industry Standard.
Yr 1 – MP 1	302	Draw basic geometric & organic forms showing texture & tone	The key take-away students should understand is that texture and shading help create form, dimension, and realism in drawings.	Create realistic drawings by applying texture and shading techniques to accurately represent form, dimension, and surface qualities.
Yr 1 – MP 1	303	Draw line art	The key take-away students should understand is that texture and shading help create form, dimension, and realism in drawings.	Tied to many projects to indicate ability to draw/create straight & clean curved line work at Industry Standard.
Yr 1 – MP 1	305	Draw from direct observation	The key take-away students should understand is that observational drawing strengthens visual	Tied to several projects to indicate ability to draw what is seen at Industry Standard.

			awareness, accuracy, and the ability to represent real-world subjects.	
Yr 1 – MP 1	306	Produce illustrations using various media	The key take-away students should understand is that different artistic media offer unique visual effects and techniques that influence the final design outcome.	Various projects using, pencil, marker, colored pencil, acrylic paint, watercolor paint, chalk pastels, oil pastels & design software. Some projects combining media at Industry Standard.
Yr 1 – MP 1	307	Illustrate using value	The key take-away students should understand is that value creates contrast, depth, emphasis, and mood within an illustration.	Realism drawings using values of pencil to create depth and detail at Industry Standard.
Yr 1 – MP 1	401	Apply the structure of color (hue, saturation, brightness) to generate color solutions	The key take-away students should understand is that color properties influence visual communication, emotion, and the effectiveness of a design.	Use knowledge of color theory to create balanced artwork at industry standards.
Yr 1 – MP 1	403	Identify color modules including additive & subtractive color	The key take-away students should understand is that different color systems are used for digital and print media and affect how colors are reproduced.	Apply RGB and CMYK color systems appropriately to create, modify, and prepare designs for accurate digital and print reproduction.
Yr 1 – MP 1	304	Apply anatomy concepts in drawing	The key take-away students should understand is that understanding anatomy improves the accuracy, proportion, and realism of figure drawing.	Understanding of the human figure, muscles and movement. Ability to draw these figures with accuracy.
Yr 1 – MP 1	402	Apply appropriate color schemes to generate design solutions.	The key take-away students should understand is that effective color schemes strengthen visual appeal, organization, and communication in design work.	Understanding color schemes and how color is used in design.
Yr 1 – MP 2	101	Investigate career paths & occupational requirements within the profession	The key take-away students should understand is that commercial art and design offers diverse career opportunities that require both creative and technical skills.	Demonstrate knowledge of the industry through research.
Yr – MP 2	104	Apply copyright laws in communication	The key take-away students should understand is that respecting copyright laws protects intellectual property and promotes ethical professional practices.	Understand copyright laws and consequences of violating them.

Yr 1 – MP 2	511	Organize & manage digital files	The key take-away students should understand is that organized digital file management improves efficiency, collaboration, and project accessibility.	Use of an organized file management system. Understand its importance in industry.
Yr 1 – MP 2	510	Utilize different file formats	The key take-away students should understand is that choosing the correct file format ensures compatibility, quality, and proper output for different media purposes.	Select, save, and export design files in appropriate formats to ensure quality, compatibility, and successful output across print and digital media.
Yr 1 – MP 2	501	Execute image scanning procedures	The key take-away students should understand is that proper scanning techniques preserve image quality and prepare artwork for digital use.	Scan, evaluate, and optimize artwork using appropriate settings to produce high-quality digital files for design, editing, and reproduction.
Yr 1 – MP 2	502	Identify the properties of vector & raster images	The key take-away students should understand is that vector and raster graphics serve different purposes and choosing the correct format impacts quality and scalability.	Create, edit, and apply vector and raster graphics appropriately to produce high-quality designs that meet specific output, resolution, and scalability requirements.
Yr 1 – MP 2	507	Utilize basic functions of a raster-based image editing software	The key take-away students should understand is that raster editing software is used to manipulate, enhance, and create pixel-based digital images.	Create, modify, and enhance pixel-based images using raster editing software to produce professional-quality graphics for print and digital media.
Yr 1 – MP 2	505	Utilize basic functions of a vector-based drawing program	The key take-away students should understand is that vector software creates scalable graphics that maintain quality at any size.	Create, edit, and scale vector graphics using vector software to produce high-quality artwork that maintains clarity and precision across multiple media applications.
Yr 1 – MP 2	503	Utilize basic functions of a page layout software	The key take-away students should understand is that page layout software organizes text and images into effective visual compositions for print and digital media.	Create professional print and digital publications by organizing text, images, and graphic elements using page layout software and effective design principles.
Yr 1 – MP 3	509	Utilize use of input, output, and storage devices	The key take-away students should understand is that understanding digital hardware supports efficient production, storage, and sharing of creative work.	Operate and manage digital hardware, storage systems, and peripheral devices to efficiently produce, organize, store, and share creative work in a professional design environment.

Yr 1 – MP 3	604	Produce thumbnails, roughs and comprehensives	The key take-away students should understand is that planning and developing multiple design concepts improves creativity and problem-solving before final production.	Develop, evaluate, and refine multiple design concepts to effectively solve visual communication problems and produce successful final design solutions.
Yr 1 – MP 3	601	Research the history of advertising design	The key take-away students should understand is that historical design movements and trends influence modern visual communication and creative practices.	Research, analyze, and apply concepts from historical design movements and advertising trends to create effective contemporary visual communication solutions.
Yr 1 – MP 3	602	Apply elements and principles of design	The key take-away students should understand is that strong design relies on effectively combining visual elements and principles to communicate ideas clearly.	Apply the elements and principles of design to develop visually effective compositions that communicate ideas, messages, and solutions to intended audiences.
Yr 1 – MP 3	603	Interpret a design brief	The key take-away students should understand is that understanding client needs and project goals guides successful design solutions.	Analyze and interpret design briefs to identify client needs, project goals, target audiences, and design requirements in order to develop effective visual communication solutions.
Yr 1 – MP 4	701	Identify the anatomy & classification of type	The key take-away students should understand is that typography affects readability, communication, and visual style in design.	Identify, classify, and apply typographic anatomy and typeface categories to create readable, visually effective designs that support communication goals and audience needs.
Yr 1 – MP 4	702	Identify typographic styles	The key take-away students should understand is that different type styles communicate different moods, purposes, and visual identities.	Identify, evaluate, and apply typographic styles to communicate intended messages, establish visual tone, and create effective design solutions for targeted audiences.
Yr 1 – MP 4	801	Operate a digital camera & accessories	The key take-away students should understand is that proper camera operation improves image quality and creative control.	Operate digital cameras and photographic accessories to capture technically sound, visually effective images that meet project objectives and industry standards.
Yr 1 – MP 4	802	Compose a photograph through the lens	The key take-away students should understand is that composition techniques guide viewer attention and improve visual storytelling.	Apply photographic composition techniques to create visually compelling images that guide viewer attention, strengthen visual storytelling, and effectively

				communicate intended messages.
Yr 1 – MP 4	804	Stabilize a camera	The key take-away students should understand is that camera stabilization helps produce sharper, clearer photographs.	Apply camera stabilization techniques and use appropriate support equipment to produce sharp, high-quality photographs that meet technical and creative objectives.
YEAR TWO				
Yr 2 – MP 1	203	Use & maintain hand tools following established safety protocols	The key take-away students should understand is that safely maintaining and using hand tools supports precision, safety, and equipment longevity.	Safely use, maintain, and store hand tools while following established safety protocols to produce accurate work, prevent injuries, and extend equipment life.
Yr 2 – MP 1	205	Follow cutting procedures using established safety protocols	The key take-away students should understand is that proper cutting techniques reduce accidents and improve craftsmanship and accuracy.	Safely operate cutting tools and follow established cutting procedures to produce accurate, high-quality work while maintaining a safe production environment.
Yr 2 – MP 1	508	Utilize intermediate functions of a raster-based image editing software	The key take-away students should understand is that advanced raster editing tools allow for more precise image manipulation and professional-quality results.	Apply intermediate raster editing techniques, including layers, masks, adjustments, retouching, and compositing, to create professional-quality digital images that meet design and production requirements.
Yr 2 – MP 1	506	Utilize intermediate functions of a vector-based drawing program	The key take-away students should understand is that advanced vector tools improve efficiency and allow for more complex graphic design solutions.	Apply intermediate vector drawing techniques, including path editing, shape construction, transformations, masks, and effects, to create complex, professional-quality graphics that meet design and production objectives.
Yr 2 – MP 1	504	Utilize intermediate functions of a page layout software	The key take-away students should understand is that advanced layout techniques improve organization, consistency, and professional presentation.	Apply intermediate page layout techniques, including styles, master pages, grids, guides, and document management tools, to create professional-quality publications that demonstrate organization, consistency, and effective visual communication.

Yr 2 – MP 1	512	Investigate basic functions of a web or mobile design software	The key take-away students should understand is that digital design platforms are used to create user-friendly visual experiences for web and mobile applications.	Utilize basic web and mobile design software tools to create wireframes, mockups, and interface designs that promote usability, effective visual communication, and positive user experiences.
Yr 2 – MP 2	902	Prepare & present a visual concept presentation	The key take-away students should understand is that presenting design concepts clearly and professionally strengthens communication and client understanding.	Prepare and deliver professional visual concept presentations that effectively communicate design ideas, support design decisions, and demonstrate how proposed solutions meet client objectives and project requirements.
Yr 2 – MP 2	906	Participate in critiques of commercial art projects	The key take-away students should understand is that constructive feedback improves design quality, problem-solving, and creative growth.	Participate in professional design critiques by analyzing work, providing constructive feedback, defending design decisions, and applying feedback to improve commercial art projects and creative problem-solving skills.
Yr 2 – MP 2	907	Explore current industry trends	The key take-away students should understand is that staying informed about industry trends helps designers remain relevant and competitive.	Research, evaluate, and apply current industry trends, technologies, and design practices to develop relevant, competitive visual communication solutions that meet contemporary market and client needs.
Yr 2 – MP 2	605	Design a logo	The key take-away students should understand is that effective logos communicate identity, purpose, and brand recognition through simple visual design.	Design, develop, and refine logos that effectively communicate brand identity, purpose, and recognition through strategic use of typography, symbolism, color, and design principles.
Yr 2 – MP 2	606	Create a 3-D package	The key take-away students should understand is that package design combines creativity, structure, and marketing to create functional and visually appealing products.	Design, develop, and construct three-dimensional packaging that integrates branding, visual communication, structural design, and marketing principles to create functional and appealing product solutions.
Yr 2 – MP 2	607	Utilize basic knowledge of the printing process	The key take-away students should understand is that understanding print production helps ensure	Prepare, proof, and produce print-ready files by applying basic print production processes, specifications, and quality control procedures to

			accurate and high-quality final output.	achieve accurate, professional-quality output.
Yr 2 – MP 3	608	Design promotional materials	The key take-away students should understand is that promotional design communicates messages effectively to attract and inform a target audience.	Design and produce promotional materials that effectively communicate messages, engage target audiences, and support branding and marketing objectives through strategic visual communication.
Yr 2 – MP 3	609	Prepare files for output	The key take-away students should understand is that properly preparing files prevents production errors and ensures professional-quality results.	Prepare, verify, and export digital design files according to industry production specifications to ensure accurate, efficient, and professional-quality output across print and digital media.
Yr 2 – MP 3	610	Utilize printer's marks & color separations	The key take-away students should understand is that print preparation techniques help achieve accurate alignment and color reproduction in printed materials.	Apply printer's marks, bleeds, registration controls, and color separation techniques to prepare accurate print-ready files that ensure proper alignment, trimming, and color reproduction in commercial printing processes.
Yr 2 – MP 3	611	Utilize basic math functions, proportions, & measurements	The key take-away students should understand is that math skills support accuracy, scaling, layout, and production in design work.	Apply basic mathematical functions, proportions, and measurements to accurately plan, scale, construct, and produce design projects that meet industry specifications and production requirements.
Yr 2 – MP 3	703	Manipulate type through character & paragraph formatting	The key take-away students should understand is that typography formatting improves readability, organization, and visual communication.	Apply character and paragraph formatting techniques to organize information, establish typographic hierarchy, improve readability, and enhance visual communication in print and digital design projects.
Yr 2 – MP 3	704	Choose & apply an appropriate typeface	The key take-away students should understand is that selecting the right typeface strengthens the tone, message, and effectiveness of a design.	Select and apply appropriate typefaces that enhance readability, establish visual tone, reinforce brand identity, and effectively communicate messages to targeted audiences.

Yr 2 – MP 4	803	Determine lighting options & their effects	The key take-away students should understand is that lighting affects mood, clarity, texture, and overall visual impact in photography.	Select and apply appropriate lighting techniques to control mood, texture, contrast, and visual emphasis while producing technically sound photographs that effectively communicate intended messages and creative objectives.
Yr 2 – MP 4	805	Download & manage digital images	The key take-away students should understand is that properly managing digital images improves workflow, organization, and accessibility.	Download, organize, store, and manage digital images using industry-standard file management practices to maintain efficient workflows, ensure asset accessibility, and support successful design production.
Yr 2 – MP 4	806	Utilize principles of the exposure triangle	The key take-away students should understand is that aperture, shutter speed, and ISO work together to control exposure and image quality.	Apply the principles of the exposure triangle by controlling aperture, shutter speed, and ISO settings to create technically accurate and visually effective photographs that meet specific creative and communication objectives.
Yr 2 – MP 4	901	Prepare & present a portfolio	The key take-away students should understand is that a professional portfolio demonstrates skills, creativity, and readiness for career opportunities.	Prepare, organize, and present a professional portfolio that demonstrates technical proficiency, creative problem-solving, design process knowledge, and career readiness for employment, postsecondary education, and industry opportunities.
Yr 2 – MP 4	908	Demonstrate research, employability & organizational skills	The key take-away students should understand is that professional success depends on communication, organization, responsibility, and workplace readiness.	Demonstrate research, employability, and organizational skills by communicating professionally, managing projects effectively, collaborating with others, and exhibiting the workplace behaviors necessary for success in the graphic design industry.
Yr 2 – MP 4	909	Create personal branding materials	The key take-away students should understand is that personal branding communicates professional identity and helps establish credibility.	Design and produce personal branding materials that communicate professional identity, demonstrate design skills, establish credibility, and support career readiness and advancement opportunities.

Yr 2 – MP 4	910	Explore the importance of social media as it relates to employability	The key take-away students should understand is that social media can influence professional reputation, networking opportunities, and career advancement.	Evaluate and use social media professionally to build a positive digital presence, strengthen personal branding, expand professional networks, and support career readiness and employment opportunities in the design industry.
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