

**Florida Department of Education  
CURRICULUM FRAMEWORK**

**Program Title:** Commercial Art Technology  
**Occupational Area:** Industrial Education

	<u>PSAV</u>	<u>Secondary</u>
<b>Program Numbers</b>	<b>I480203</b>	<b>8718000</b>
CIP Number	0648.020300	0648.020300
Grade Level	30, 31	9-12, 30, 31
Length	1500 hours	10 credits
Certification	COMM ART @7 G	COMM ART @7 G

**MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for employment as artists and related workers (34035176), illustrators 141.061-022), commercial designers (141.081-014).

The course content will include the following: basic art skills; lettering skills; preparation of layouts and illustrations; preparation of camera ready paste-up; and development of specialized skills.

The course content should also include training in communication, leadership, human relations and employability skills; and safe, efficient work practices.

This program focuses on broad, transferable skills and stresses understanding and demonstration of the following elements of the Commercial Art industry; planning, management, finance, technical and product skills, underlying principles of technology, labor issues, community issues and health, safety, and environmental issues.

- II. **LABORATORY ACTIVITIES:** Shop or laboratory activities are an integral part of this program. These activities provide instruction in the use of tools, equipment, materials and processes found in the industry. Students are also instructed in the following: lettering signs, layout and design for advertising art, airbrush for illustrations, photo retouching and custom work.
- III. **SPECIAL NOTE:** SkillsUSA-VICA, Inc. is the appropriate Career and Technical Student Organization (CTSO) for providing leadership training and for reinforcing specific career and technical skills. Career and Technical Student Organizations, when provided, shall be an integral part of the career and technical instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.065, FAC.

In accordance with Rule 6A-10.040, FAC, the minimum basic-skills grade levels required for adult vocational students to complete this program are: Mathematics 9.0, Language 9.0, Reading 9.0. These grade-level numbers correspond to grade-equivalent scores obtained on one of the state-designated basic-skills examinations. If a student does not meet the basic-skills level required for completion of the program, remediation should be provided concurrently through Vocational Preparatory Instruction (VPI). Please refer to the Rule for exemptions.

When a secondary student with a disability is enrolled in a vocational class with modifications to the curriculum framework, the particular

outcomes and student performance standards, which the student must master to earn credit, must be specified on an individual basis. The job or jobs for which the student is being trained should be reflected in the student's desired postschool outcome statement on the Transition Individual Educational Plan (Transition IEP).

SCANS Competencies: To accomplish the Secretary's Commission on Achieving Necessary Skills (SCANS) competencies, instructional strategies for this cluster must include methods that require students to identify, organize, and use resources appropriately; to work with each other cooperatively and productively; to acquire and use information; to understand social, organizational, and technological systems; and to work with a variety of tools and equipment. Instructional strategies must also incorporate methods to improve students' personal qualities and higher-order thinking skills.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

This program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643, F.S.

The standard length of this program is 1500 hours.

IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

Listed below are the courses that comprise this program when offered at the secondary level:

8718010	- Commercial Art Technology 1	(150)		
8718020	- Commercial Art Technology 2	(150)		
8718030	- Commercial Art Technology 3	(150)	(450)	<b>OCP - A</b>
8718040	- Commercial Art Technology 4	(150)		
8718050	- Commercial Art Technology 5	(150)		
8718060	- Commercial Art Technology 6	(150)	(450)	<b>OCP - B</b>
8718070	- Commercial Art Technology 7	(150)		
8718080	- Commercial Art Technology 8	(150)	(300)	<b>OCP - C</b>
8718090	- Commercial Art Technology 9	(150)		
8718091	- Commercial Art Technology 10	(150)	(300)	<b>OCP - D</b>

**OCCUPATIONAL COMPLETION POINT - A (450 Hours)--CORE**  
**DESKTOP PUBLISHING ASSISTANT - INDUSTRY TITLE**

COMMERCIAL ART TECHNOLOGY 1

01.0 Demonstrate basic commercial art knowledge.  
13.0 Demonstrate appropriate math skills.

COMMERCIAL ART TECHNOLOGY 2

02.0 Demonstrate proficiency in graphic production.  
12.0 Demonstrate appropriate communication skills.  
14.0 Demonstrate appropriate understanding of basic science.

COMMERCIAL ART TECHNOLOGY 3

- 10.0 Demonstrate proficiency in graphic art computer skills.
- 15.0 Demonstrate employability skills.

**OCCUPATIONAL COMPLETION POINT - B (450 Hours)**

DESIGN TECHNICIAN - 141.061-018

COMMERCIAL ART TECHNOLOGY 4

- 04.0 Demonstrate proficiency in design skills.
- 06.0 Demonstrate an understanding of typography.

COMMERCIAL ART TECHNOLOGY 5

- 07.0 Demonstrate proficiency in layout and paste-up.
- 09.0 Demonstrate proficiency in applied design.

COMMERCIAL ART TECHNOLOGY 6

- 10.0 Demonstrate proficiency in graphic art computer skills.

**OCCUPATIONAL COMPLETION POINT - C (300 Hours)**

ILLUSTRATOR - 141.061-022

COMMERCIAL ART TECHNOLOGY 7

- 03.0 Demonstrate proficiency in technical art skills.  
(01.01-01.10)
- 08.0 Demonstrate proficiency in illustration skills.

COMMERCIAL ART TECHNOLOGY 8

- 10.0 Demonstrate proficiency in graphic art computer skills.
- 11.0 Demonstrate proficiency in airbrush skills.

**OCCUPATIONAL COMPLETION POINT - D (300 Hours)**

PRINT MEDIA ARTIST - 979.382-026

COMMERCIAL ART TECHNOLOGY 9

- 03.0 Demonstrate proficiency in technical art skills.  
(01.11-01.17)
- 05.0 Demonstrate proficiency in lettering skills.

COMMERCIAL ART TECHNOLOGY 10

- 10.0 Demonstrate proficiency in graphic art computer skills.
- 16.0 Demonstrate an understanding of entrepreneurship.

## COMMERCIAL ART

OCP D  
Print Media Artist  
DOT 979.382-026

(300 Hours)

OCP C  
Illustrator  
DOT 141.061-022

(300 Hours)

OCP B  
Design Technician  
DOT 141.061-018

(450 Hours)

OCP A  
Desktop Publishing  
Assistant

INDUSTRY TITLE

(450 Hours)

**Florida Department of Education  
STUDENT PERFORMANCE STANDARDS**

**Program Title:** Commercial Art Technology  
**Secondary Number:**  
**Postsecondary Number:** I480203

01.0 DEMONSTRATE BASIC COMMERCIAL ART KNOWLEDGE--The student will be able to:

- 01.01 Take notes, listen and comply with instructions.
- 01.02 Read instructions thoroughly.
- 01.03 Request clarification of instructions (ask questions).
- 01.04 Relay instructions to others orally and in writing.
- 01.05 Define and explain commercial art terms.
- 01.06 Document job tasks, costs and maintain records.
- 01.07 Make project presentations.
- 01.08 Interact with the employer, fellow employees and customers.

02.0 DEMONSTRATE PROFICIENCY IN GRAPHIC PRODUCTION--The student will be able to:

- 02.01 Define the differences in production processes and estimate relative costs.
- 02.02 Recognize limitations for printing.
- 02.03 Identify and select different printing surfaces.
- 02.04 Identify and select appropriate printing inks.
- 02.05 Identify and select finishing processes.
- 02.06 Identify standard industry material sizes.
- 02.07 Specify types of folds.

03.0 DEMONSTRATE PROFICIENCY IN TECHNICAL ART SKILLS--The student will be able to:

- 03.01 Explain care and respect for all tools and equipment.
- 03.02 Make computations for centering, spacing and scaling drawings.
- 03.03 Draw on various types of drafting media.
- 03.04 Interpret information from drawings, prints and sketches.
- 03.05 Draw freehand sketches.
- 03.06 Draw auxiliary views.
- 03.07 Draw a one and two point perspective.
- 03.08 Make corrections on a drawing.
- 03.09 Draw in ink on a variety of surfaces.
- 03.10 Develop a glossary of technical terms.
- 03.11 Analyze an object to determine size and shape.
- 03.12 Draw an oblique drawing.
- 03.13 Draw an isometric drawing.
- 03.14 Read and interpret technical charts, graphs and diagrams.
- 03.15 Evaluate a drawing.
- 03.16 Make an orthographic drawing using a computer-assisted drafting (CAD) system as an individual or team member.
- 03.17 Make a print on a plotter.

04.0 DEMONSTRATE PROFICIENCY IN DESIGN SKILLS--The student will be able to:

- 04.01 Explain proper use and care of tools.
- 04.02 Apply principles and elements of design.
- 04.03 Apply color theory (pigment versus light).
- 04.04 Utilize tones, hues and values.

- 04.05 Sketch designs using pencil and ink.
  - 04.06 Paint freehand or within sketched designs using mixed colors or apply colors to produce desired shades.
  - 04.07 Apply color for impact (color psychology).
  - 04.08 Differentiate between line halftone, duotone and four-color process.
  - 04.09 Demonstrate balance in design.
  - 04.10 Demonstrate designs with symmetry and asymmetry.
  - 04.11 Develop grids for layouts of magazine pages, ads, etc.
  - 04.12 Paint decorative freehand designs and objects.
  - 04.13 Use palette knife or brush to mix colors.
  - 04.14 Create designs by stripping.
  - 04.15 Demonstrate harmony and contrast of line and shape.
  - 04.16 Demonstrate harmony and contrast of color and tone.
  - 04.17 Demonstrate harmony and contrast of proportion.
  - 04.18 Demonstrate harmony and contrast of texture pattern.
  - 04.19 Demonstrate harmony and contrast of motion.
  - 04.20 Indicate style appropriate to desired impact.
  - 04.21 Make a collage.
- 05.0 DEMONSTRATE PROFICIENCY IN LETTERING SKILLS--The student will be able to:
- 05.01 Demonstrate use and care of tools, lettering pens, t-squares and triangles.
  - 05.02 Identify and select lettering styles.
  - 05.03 Perform and use pen, brush, pencil and LeRoy lettering.
  - 05.04 Utilize guidelines, margins and spacing for layouts.
  - 05.05 Paint or draw precise lettering for reproduction.
  - 05.06 Utilize various types of prepared lettering processes.
  - 05.07 Produce a sign on poster board.
  - 05.08 Determine and select lettering styles for layout sketches.
  - 05.09 Illuminate a certificate.
- 06.0 DEMONSTRATE AN UNDERSTANDING OF TYPOGRAPHY--The student will be able to:
- 06.01 Explain proper use, care and cleaning of equipment.
  - 06.02 Identify and select typography materials.
  - 06.03 Define typographic terms, including leading and kerning.
  - 06.04 Identify and select typographic methods.
  - 06.05 Demonstrate the ability to proofread and use proofreaders' marks.
  - 06.06 Explain picas, points and conversion to inches.
  - 06.07 Explain specification of type and copy fitting.
  - 06.08 Identify and select typographic styles.
  - 06.09 Define basic letter structures.
  - 06.10 Demonstrate mixing of families of type.
- 07.0 DEMONSTRATE PROFICIENCY IN LAYOUT AND PASTE-UP--The student will be able to:
- 07.01 Explain proper use and care of tools.
  - 07.02 Identify parts of a layout.
  - 07.03 Utilize amberlith, rubylith, screens, overlays and register marks.
  - 07.04 Make thumbnail sketch pencil layouts.
  - 07.05 Prepare comprehensives from pencil layouts.
  - 07.06 Prepare camera-ready mechanicals from comprehensives.
  - 07.07 Prepare specific forms of instruction on mechanicals for presentations and for a printer.
  - 07.08 Crop and scale artwork and photos for layouts.

- 07.09 Demonstrate enlarging or reducing with a grid, proportion wheel and other methods.
  - 07.10 Make a color separation with overlays.
  - 07.11 Demonstrate various ruling techniques.
  - 07.12 Demonstrate the uses of different adhesives.
  - 07.13 Specify the use of halftones or special effects.
  - 07.14 Explain layout and color trends.
- 08.0 DEMONSTRATE PROFICIENCY IN ILLUSTRATION SKILLS--The student will be able to:
- 08.01 Explain proper use and care of tools.
  - 08.02 Demonstrate elementary anatomy drawing skills.
  - 08.03 Illustrate using ink, pencil, washes, markers, tempera, watercolor and paints.
  - 08.04 Demonstrate renderings of different textures using the above media.
  - 08.05 Make illustrations using various subjects.
  - 08.06 Make a montage illustration.
  - 08.07 Draw a cartoon.
- 09.0 DEMONSTRATE PROFICIENCY IN APPLIED DESIGN--The student will be able to:
- 09.01 Locate and identify resource materials and develop a morgue.
  - 09.02 Design logos.
  - 09.03 Design stationery layouts.
  - 09.04 Design a magazine/book cover or record jacket.
  - 09.05 Design an ad campaign that includes newspapers, magazines and billboards.
  - 09.06 Design a greeting card.
  - 09.07 Design a business card.
  - 09.08 Apply advertising psychology.
  - 09.09 Produce an industrial brochure.
  - 09.10 Design a consumer brochure.
  - 09.11 Construct a package design.
  - 09.12 Produce TV story boards.
  - 09.13 Develop a square and half-drop repeat design.
  - 09.14 Produce computer-assisted artwork. (Optional)
- 10.0 DEMONSTRATE PROFICIENCY IN GRAPHIC ART COMPUTER SKILLS--The student will be able to:
- 10.01 Demonstrate graphic art computer skills using appropriate graphic art programs and hardware.
  - 10.02 Use software and hardware to manipulate and adjust various drawings, pictures and graphic material by computer.
  - 10.03 Produce finished computer projects reflecting current computer graphic art technology.
  - 10.04 Operate various scanners and input devices for computer graphics.
- 11.0 DEMONSTRATE PROFICIENCY IN AIRBRUSH SKILLS--The student will be able to:
- 11.01 Explain proper use and care of tools.
  - 11.02 Identify airbrush parts.
  - 11.03 Perform airbrush exercises: dots, lines and graded shadings.
  - 11.04 Select appropriate surfaces and painting materials.
  - 11.05 Define the use of masking materials.
  - 11.06 Airbrush a painting using masks or brushes.
  - 11.07 Airbrush geometric shapes.
  - 11.08 Airbrush freehand painting.

- 11.09 Airbrush an illustration of a product.
  - 11.10 Retouch photos.
- 12.0 DEMONSTRATE APPROPRIATE COMMUNICATION SKILLS--The student will be able to:
- 12.01 Write logical and understandable statements, or phrases, to accurately fill out forms/invoices commonly used in business and industry.
  - 12.02 Read and understand graphs, charts, diagrams, and tables commonly used in this industry/occupation area.
  - 12.03 Read and follow written and oral instructions.
  - 12.04 Answer and ask questions coherently and concisely.
  - 12.05 Read critically by recognizing assumptions and implications and by evaluating ideas.
  - 12.06 Demonstrate appropriate telephone/communication skills.
- 13.0 DEMONSTRATE APPROPRIATE MATH SKILLS--The student will be able to:
- 13.01 Solve problems for volume, weight, area, circumference and perimeter measurements for rectangles, squares, and cylinders.
  - 13.02 Measure tolerance(s) on horizontal and vertical surfaces using millimeters, centimeters, feet and inches.
  - 13.03 Add, subtract, multiply and divide using fractions, decimals, and whole numbers.
  - 13.04 Determine the correct purchase price, to include sales tax for a materials list containing a minimum of six items.
  - 13.05 Demonstrate an understanding of federal, state and local taxes and their computation.
- 14.0 DEMONSTRATE APPROPRIATE UNDERSTANDING OF BASIC SCIENCE--The student will be able to:
- 14.01 Understand molecular action as a result of temperature extremes, chemical reaction, and moisture content.
  - 14.02 Draw conclusions or make inferences from data.
  - 14.03 Identify health-related problems, which may result from exposure to work related chemicals and hazardous materials, and know the proper precautions required for handling such materials.
  - 14.04 Understand pressure measurement in terms of P.S.I., inches of mercury, and K.P.A.
- 15.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:
- 15.01 Conduct a job search.
  - 15.02 Secure information about a job.
  - 15.03 Identify documents, which may be required when applying for a job.
  - 15.04 Complete a job application form correctly.
  - 15.05 Demonstrate competence in job interview techniques.
  - 15.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor or other employees.
  - 15.07 Identify and adopt acceptable work habits.
  - 15.08 Demonstrate knowledge of how to make job changes appropriately.
  - 15.09 Demonstrate acceptable employee health habits.
  - 15.10 Demonstrate knowledge of the "Florida Right-To-Know Law" as recorded in Florida Statutes Chapter 442.



16.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

16.01 Define entrepreneurship.

16.02 Describe the importance of entrepreneurship to the American economy.

16.03 List the advantages and disadvantages of business ownership.

16.04 Identify the risks involved in ownership of a business.

16.05 Identify the necessary personal characteristics of a successful entrepreneur.

16.06 Identify the business skills needed to operate a small business efficiently and effectively.

Florida Department of Education  
STUDENT PERFORMANCE STANDARDS

**Course Number:** 8718010  
**Course Title:** Commercial Art Technology 1  
**Course Credit:** 1

**COURSE DESCRIPTION:**

This course is designed to provide instruction in the basics of commercial of commercial art.

**OCCUPATIONAL COMPLETION POINT - A (450 Hours)--CORE**  
DESKTOP PUBLISHING ASSISTANT - INDUSTRY TITLE

01.0 DEMONSTRATE BASIC COMMERCIAL ART KNOWLEDGE--The student will be able to:

- 01.01 Take notes, listen and comply with instructions.
- 01.02 Read instructions thoroughly.
- 01.03 Request clarification of instructions (ask questions).
- 01.04 Relay instructions to others orally and in writing.
- 01.05 Define and explain commercial art terms.
- 01.06 Document job tasks, costs and maintain records.
- 01.07 Make project presentations.
- 01.08 Interact with the employer, fellow employees and customers.

13.0 DEMONSTRATE APPROPRIATE MATH SKILLS--The student will be able to:

- 13.01 Solve problems for volume, weight, area, circumference and perimeter measurements for rectangles, squares, and cylinders.
- 13.02 Measure tolerance(s) on horizontal and vertical surfaces using millimeters, centimeters, feet and inches.
- 13.03 Add, subtract, multiply and divide using fractions, decimals, and whole numbers.
- 13.04 Determine the correct purchase price, to include sales tax for a materials list containing a minimum of six items.
- 13.05 Demonstrate an understanding of federal, state and local taxes and their computation.

Florida Department of Education  
STUDENT PERFORMANCE STANDARDS

**Course Number:** 8718020  
**Course Title:** Commercial Art Technology 2  
**Course Credit:** 1

**COURSE DESCRIPTION:**

This course is designed to provide instruction in graphic production and basic science as it applies to commercial art.

- 02.0 DEMONSTRATE PROFICIENCY IN GRAPHIC PRODUCTION--The student will be able to:
- 02.01 Define the differences in production processes and estimate relative costs.
  - 02.02 Recognize limitations for printing.
  - 02.03 Identify and select different printing surfaces.
  - 02.04 Identify and select appropriate printing inks.
  - 02.05 Identify and select finishing processes.
  - 02.06 Identify standard industry material sizes.
  - 02.07 Specify types of folds.
- 12.0 DEMONSTRATE APPROPRIATE COMMUNICATION SKILLS--The student will be able to:
- 12.01 Write logical and understandable statements, or phrases, to accurately fill out forms/invoices commonly used in business and industry.
  - 12.02 Read and understand graphs, charts, diagrams, and tables commonly used in this industry/occupation area.
  - 12.03 Read and follow written and oral instructions.
  - 12.04 Answer and ask questions coherently and concisely.
  - 12.05 Read critically by recognizing assumptions and implications and by evaluating ideas.
  - 12.06 Demonstrate appropriate telephone/communication skills.
- 14.0 DEMONSTRATE APPROPRIATE UNDERSTANDING OF BASIC SCIENCE--The student will be able to:
- 14.01 Understand molecular action as a result of temperature extremes, chemical reaction, and moisture content.
  - 14.02 Draw conclusions or make inferences from data.
  - 14.03 Identify health-related problems, which may result from exposure to work related chemicals and hazardous materials, and know the proper precautions required for handling such materials.
  - 14.04 Understand pressure measurement in terms of P.S.I., inches of mercury, and K.P.A.

Florida Department of Education  
STUDENT PERFORMANCE STANDARDS

**Course Number:** 8718030  
**Course Title:** Commercial Art Technology 3  
**Course Credit:** 1

**COURSE DESCRIPTION:**

This course is designed to provide instruction in computer applications for commercial art and employability skills.

- 10.0 DEMONSTRATE PROFICIENCY IN GRAPHIC ART COMPUTER SKILLS--The student will be able to:
- 10.01 Demonstrate graphic art computer skills using appropriate graphic art programs and hardware.
  - 10.02 Use software and hardware to manipulate and adjust various drawings, pictures and graphic material by computer.
  - 10.03 Produce finished computer projects reflecting current computer graphic art technology.
  - 10.04 Operate various scanners and input devices for computer graphics.
- 15.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:
- 15.01 Conduct a job search.
  - 15.02 Secure information about a job.
  - 15.03 Identify documents, which may be required when applying for a job.
  - 15.04 Complete a job application form correctly.
  - 15.05 Demonstrate competence in job interview techniques.
  - 15.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor or other employees.
  - 15.07 Identify and adopt acceptable work habits.
  - 15.08 Demonstrate knowledge of how to make job changes appropriately.
  - 15.09 Demonstrate acceptable employee health habits.
  - 15.10 Demonstrate knowledge of the "Florida Right-To-Know Law" as recorded in Florida Statutes Chapter 442.

Florida Department of Education  
STUDENT PERFORMANCE STANDARDS

**Course Number:** 8718040  
**Course Title:** Commercial Art Technology 4  
**Course Credit:** 1

**COURSE DESCRIPTION:**

This course is designed to provide instruction in design skills and typography.

**OCCUPATIONAL COMPLETION POINT - A (450 Hours)--CORE**  
**DESKTOP PUBLISHING ASSISTANT - INDUSTRY TITLE**

04.0 DEMONSTRATE PROFICIENCY IN DESIGN SKILLS--The student will be able to:

- 04.01 Explain proper use and care of tools.
- 04.02 Apply principles and elements of design.
- 04.03 Apply color theory (pigment versus light).
- 04.04 Utilize tones, hues and values.
- 04.05 Sketch designs using pencil and ink.
- 04.06 Paint freehand or within sketched designs using mixed colors or apply colors to produce desired shades.
- 04.07 Apply color for impact (color psychology).
- 04.08 Differentiate between line halftone, duotone and four-color process.
- 04.09 Demonstrate balance in design.
- 04.10 Demonstrate designs with symmetry and asymmetry.
- 04.11 Develop grids for layouts of magazine pages, ads, etc.
- 04.12 Paint decorative freehand designs and objects.
- 04.13 Use palette knife or brush to mix colors.
- 04.14 Create designs by stripping.
- 04.15 Demonstrate harmony and contrast of line and shape.
- 04.16 Demonstrate harmony and contrast of color and tone.
- 04.17 Demonstrate harmony and contrast of proportion.
- 04.18 Demonstrate harmony and contrast of texture pattern.
- 04.19 Demonstrate harmony and contrast of motion.
- 04.20 Indicate style appropriate to desired impact.
- 04.21 Make a collage.

06.0 DEMONSTRATE AN UNDERSTANDING OF TYPOGRAPHY--The student will be able to:

- 06.01 Explain proper use, care and cleaning of equipment.
- 06.02 Identify and select typography materials.
- 06.03 Define typographic terms, including leading and kerning.
- 06.04 Identify and select typographic methods.
- 06.05 Demonstrate the ability to proofread and use proofreaders' marks.
- 06.06 Explain picas, points and conversion to inches.
- 06.07 Explain specification of type and copy fitting.
- 06.08 Identify and select typographic styles.
- 06.09 Define basic letter structures.
- 06.10 Demonstrate mixing of families of type.

**Florida Department of Education  
STUDENT PERFORMANCE STANDARDS**

**Course Number:** 8718050  
**Course Title:** Commercial Art Technology 5  
**Course Credit:** 1

**COURSE DESCRIPTION:**

This course is designed to provide instruction in layout, paste-up and applied design techniques.

07.0 DEMONSTRATE PROFICIENCY IN LAYOUT AND PASTE-UP--The student will be able to:

- 07.01 Explain proper use and care of tools.
- 07.02 Identify parts of a layout.
- 07.03 Utilize amberlith, rubylith, screens, overlays and register marks.
- 07.04 Make thumbnail sketch pencil layouts.
- 07.05 Prepare comprehensives from pencil layouts.
- 07.06 Prepare camera-ready mechanicals from comprehensives.
- 07.07 Prepare specific forms of instruction on mechanicals for presentations and for a printer.
- 07.08 Crop and scale artwork and/or photos for layouts.
- 07.09 Demonstrate enlarging or reducing with a grid, proportion wheel and other methods.
- 07.10 Make a color separation with overlays.
- 07.11 Demonstrate various ruling techniques.
- 07.12 Demonstrate the uses of different adhesives.
- 07.13 Specify the use of halftones or special effects.
- 07.14 Explain layout and color trends.

09.0 DEMONSTRATE PROFICIENCY IN APPLIED DESIGN--The student will be able to:

- 09.01 Locate and identify resource materials and develop a morgue.
- 09.02 Design logos.
- 09.03 Design stationery layouts.
- 09.04 Design a magazine/book cover or record jacket.
- 09.05 Design an ad campaign that includes newspapers, magazines and billboards.
- 09.06 Design a greeting card.
- 09.07 Design a business card.
- 09.08 Apply advertising psychology.
- 09.09 Produce an industrial brochure.
- 09.10 Design a consumer brochure.
- 09.11 Construct a package design.
- 09.12 Produce TV story boards.
- 09.13 Develop a square and half-drop repeat design.
- 09.14 Produce computer-assisted artwork. (Optional)

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Florida Department of Education  
STUDENT PERFORMANCE STANDARDS

**Course Number:** 8718060  
**Course Title:** Commercial Art Technology 6  
**Course Credit:** 1

**COURSE DESCRIPTION:**

This course is designed to provide instruction in computer skills and application.

- 10.0 DEMONSTRATE PROFICIENCY IN GRAPHIC ART COMPUTER SKILLS--The student will be able to:
- 10.01 Demonstrate graphic art computer skills using appropriate graphic art programs and hardware.
  - 10.02 Use software and hardware to manipulate and adjust various drawings, pictures and graphic material by computer.
  - 10.03 Produce finished computer projects reflecting current computer graphic art technology.
  - 10.04 Operate various scanners and input devices for computer graphics.

Florida Department of Education  
STUDENT PERFORMANCE STANDARDS

**Course Number:** 8718070  
**Course Title:** Commercial Art Technology 7  
**Course Credit:** 1

**COURSE DESCRIPTION:**

This course is designed to provide instruction in technical art skills and proficiency in illustration skills.

**OCCUPATIONAL COMPLETION POINT - C (300 Hours)**  
ILLUSTRATOR - 141.061-022

03.0 DEMONSTRATE PROFICIENCY IN TECHNICAL ART SKILLS--The student will be able to:

- 03.01 Explain care and respect for all tools and equipment.
- 03.02 Make computations for centering, spacing and scaling drawings.
- 03.03 Draw on various types of drafting media.
- 03.04 Interpret information from drawings, prints and sketches.
- 03.05 Draw freehand sketches.
- 03.06 Draw auxiliary views.
- 03.07 Draw a one and two point perspective.
- 03.08 Make corrections on a drawing.
- 03.09 Draw in ink on a variety of surfaces.
- 03.10 Develop a glossary of technical terms.

08.0 DEMONSTRATE PROFICIENCY IN ILLUSTRATION SKILLS--The student will be able to:

- 08.01 Explain proper use and care of tools.
- 08.02 Demonstrate elementary anatomy drawing skills.
- 08.03 Illustrate using ink, pencil, washes, markers, tempera, watercolor and paints.
- 08.04 Demonstrate renderings of different textures using the above media.
- 08.05 Make illustrations using various subjects.
- 08.06 Make a montage illustration.
- 08.07 Draw a cartoon.



Florida Department of Education  
STUDENT PERFORMANCE STANDARDS

**Course Number:** 8718080  
**Course Title:** Commercial Art Technology 8  
**Course Credit:** 1

**COURSE DESCRIPTION:**

This course is designed to provide instruction in graphic art computer skills and airbrush skills for the illustrator.

- 10.0 DEMONSTRATE PROFICIENCY IN GRAPHIC ART COMPUTER SKILLS--The student will be able to:
- 10.01 Demonstrate graphic art computer skills using appropriate graphic art programs and hardware.
  - 10.02 Use software and hardware to manipulate and adjust various drawings, pictures and graphic material by computer.
  - 10.03 Produce finished computer projects reflecting current computer graphic art technology.
  - 10.04 Operate various scanners and input devices for computer graphics.
- 11.0 DEMONSTRATE PROFICIENCY IN AIRBRUSH SKILLS--The student will be able to:
- 11.01 Explain proper use and care of tools.
  - 11.02 Identify airbrush parts.
  - 11.03 Perform airbrush exercises: dots, lines and graded shadings.
  - 11.04 Select appropriate surfaces and painting materials.
  - 11.05 Define the use of masking materials.
  - 11.06 Airbrush a painting using masks or brushes.
  - 11.07 Airbrush geometric shapes.
  - 11.08 Airbrush freehand painting.
  - 11.09 Airbrush an illustration of a product.
  - 11.10 Retouch photos.

Florida Department of Education  
STUDENT PERFORMANCE STANDARDS

**Course Number:** 8718090  
**Course Title:** Commercial Art Technology 9  
**Course Credit:** 1

**COURSE DESCRIPTION:**

This course is designed to provide instruction in technical art skills for the print media artist.

**OCCUPATIONAL COMPLETION POINT - D (300 Hours)**  
PRINT MEDIA ARTIST - 979.382-026

03.0 DEMONSTRATE PROFICIENCY IN TECHNICAL ART SKILLS--The student will be able to:

- 03.11 Analyze an object to determine size and shape.
- 03.12 Draw an oblique drawing.
- 03.13 Draw an isometric drawing.
- 03.14 Read and interpret technical charts, graphs and diagrams.
- 03.15 Evaluate a drawing.
- 03.16 Make an orthographic drawing using a computer-assisted drafting (CAD) system as an individual or team member.
- 03.17 Make a print on a plotter.

05.0 DEMONSTRATE PROFICIENCY IN LETTERING SKILLS--The student will be able to:

- 05.01 Demonstrate use and care of tools, lettering pens, t-squares and triangles.
- 05.02 Identify and select lettering styles.
- 05.03 Perform and use pen, brush, pencil and LeRoy lettering.
- 05.04 Utilize guidelines, margins and spacing for layouts.
- 05.05 Paint or draw precise lettering for reproduction.
- 05.06 Utilize various types of prepared lettering processes.
- 05.07 Produce a sign on poster board.
- 05.08 Determine and select lettering styles for layout sketches.
- 05.09 Illuminate a certificate.

Florida Department of Education  
STUDENT PERFORMANCE STANDARDS

**Course Number:** 8718091  
**Course Title:** Commercial Art Technology 10  
**Course Credit:** 1

**COURSE DESCRIPTION:**

This course is designed to provide instruction in computer skills and application for the print media artist and an overview of free enterprise.

10.0 DEMONSTRATE PROFICIENCY IN GRAPHIC ART COMPUTER SKILLS--The student will be able to:

- 10.01 Demonstrate graphic art computer skills using appropriate graphic art programs and hardware.
- 10.02 Use software and hardware to manipulate and adjust various drawings, pictures and graphic material by computer.
- 10.03 Produce finished computer projects reflecting current computer graphic art technology.
- 10.04 Operate various scanners and input devices for computer graphics.

16.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

- 16.01 Define entrepreneurship.
- 16.02 Describe the importance of entrepreneurship to the American economy.
- 16.03 List the advantages and disadvantages of business ownership.
- 16.04 Identify the risks involved in ownership of a business.
- 16.05 Identify the necessary personal characteristics of a successful entrepreneur.
- 16.06 Identify the business skills needed to operate a small business efficiently and effectively.