



# Teacher Assessment Blueprint

## Advertising and Design



Test Code: 5261 / Version: 01

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## General Assessment Information

### Blueprint Contents

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**Test Type:** The Advertising and Design assessment is included in NOCTI's Teacher assessment battery. Teacher assessments measure an individual's technical knowledge and skills in a proctored proficiency examination format. These assessments are used in a large number of states as part of the teacher licensing and/or certification process, assessing competency in all aspects of a particular industry. NOCTI Teacher tests typically offer both a written and performance component that must be administered at a NOCTI-approved Area Test Center. Teacher assessments can be delivered in an online or paper/pencil format.

**Revision Team:** The assessment content is based on input from subject matter experts representing the following states: Georgia, New York, Oklahoma and Pennsylvania.



09.0903- Advertising



Career Cluster 14-  
Marketing, Sales,  
and Service



27-1024.00- Graphic  
Designers



**NATIONAL COLLEGE CREDIT RECOMMENDATION SERVICE**  
University of the State of New York - Regents Research Fund

In the lower division  
baccalaureate/associate degree  
category, 3 semester hours in  
Advertising or Advertising and  
Design

## Written Assessment

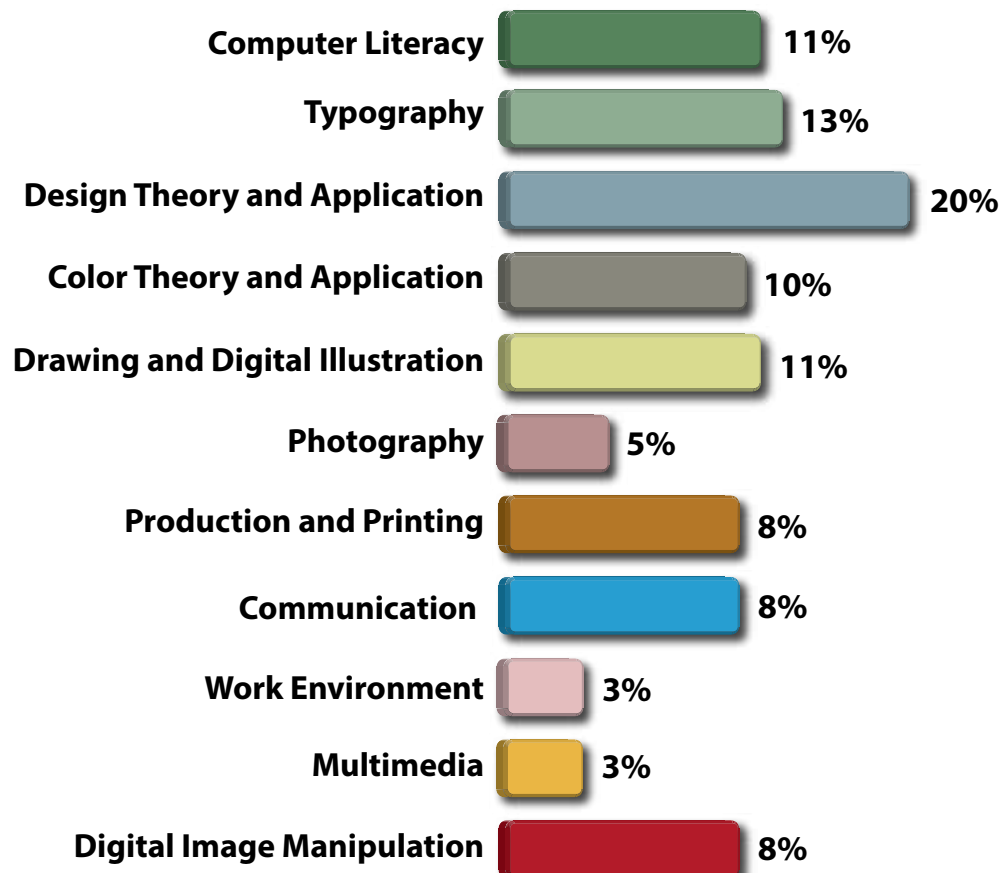
NOCTI written assessments consist of questions to measure an individual's factual theoretical knowledge.

**Administration Time:** 3 hours

**Number of Questions:** 178

**Number of Sessions:** This assessment may be administered in one, two, or three sessions.

### Areas Covered



## Specific Standards and Competencies Included in this Assessment

### Computer Literacy

- Demonstrate knowledge of computer terminology
- Identify and operate peripherals
- Demonstrate appropriate knowledge and use of software
- Apply basic troubleshooting and maintenance skills
- Demonstrate file management and storage skills
- Describe procedures involved with importing and exporting
- Identify legal restrictions

### Typography

- Demonstrate knowledge of typographic terminology
- Identify the anatomy and classification of type
- Calculate type measurements
- Identify and use proofreader's marks
- Diagnose and solve typography problems (e.g., tracking, kerning, readability, legibility)
- Manipulate type through character and paragraph formatting
- Choose and apply appropriate typeface



TYPOGRAPHY

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## Specific Standards and Competencies (continued)

### Design Theory and Application

- Demonstrate knowledge of basic design terminology (e.g., bleed, live area, trim, orientation)
- Exhibit knowledge of design elements and principles
- Demonstrate techniques of 2-D design
- Demonstrate techniques of 3-D design
- Produce project to client specifications
- Determine communication process for target market (e.g., researching, brainstorming)
- Describe characteristics of design for different media (e.g., logos, magazines)
- Choose appropriate ideas through the visual stages of layout (e.g., thumbnail, rough, comprehensive)
- Demonstrate understanding of related math (e.g., proportion, percentages, basic measurements)
- Demonstrate ability to solve design problems
- Create unconventional solutions to traditional design problems

### Color Theory and Application

- Identify color theory terminology
- Mix colors to obtain shades, tints or neutrals
- Choose and apply appropriate color scheme
- Identify correct use of RGB and CMYK colors
- Identify and utilize Pantone Matching System (PMS)

### Drawing and Digital Illustration

- Identify drawing and digital illustration terminology
- Identify basic tools and materials (e.g., computer, pencils, paper, canvas)
- Render drawings to reflect various perspectives (e.g. atmospheric, three point)
- Utilize different drawing techniques (e.g., line art, continuous tone, stipple, watercolor)
- Modify illustrations (e.g., size, color, stroke)
- Identify ways to import, export and save images (e.g., scanning, digitizing)



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## Specific Standards and Competencies (continued)

### Photography

- Identify photography terminology
- Demonstrate use of cameras and accessories
- Apply copyright laws pertaining to photographs (e.g., stock photos, clip art, studio portraits)

### Production and Printing

- Demonstrate proofing and preflighting (preparing for output)
- Provide job specifications for printer
- Demonstrate knowledge of job flow, various printing and finishing processes
- Determine what surface works best for a project
- Identify surfaces by common size, weight, number and finish

### Communication

- Demonstrate personal presentation skills (e.g., speaking, listening, writing)
- Demonstrate ability to accept and/or give constructive criticism
- Exhibit ability to work with clients and as a team member
- Critique and refine ideas

### Work Environment

- Identify basic tools and equipment
- Maintain a safe and clean work environment

### Multimedia

- Define multimedia terminology
- Prepare multimedia presentations

### Digital Image Manipulation

- Identify image terminology (e.g., raster, vector, continuous tone, half tone, line art)
- Identify and explain various file formats (e.g., .pdf, .jpg, .gif, .eps)
- Identify appropriate resolution for projects
- Manipulate images (e.g., restore, color correct, masking)

## Sample Questions

**Common styled letters and characters are known as a**

- A. font series
- B. typography style
- C. font family
- D. font group

**When the client provides information for a project, the artist calls these basic requirements**

- A. roughs
- B. thumbnails
- C. specifications
- D. dimensions

**Adding black to a color creates a \_\_\_\_\_ of that color.**

- A. shade
- B. hue
- C. shadow
- D. tone

**If a client brings in a studio portrait and wants it scanned for a brochure, what is required before the image is scanned?**

- A. color separation key
- B. written permission from studio
- C. pantone swatch book
- D. approved job ticket

**The first step in converting a color image to a duotone is to**

- A. enlarge the resolution
- B. convert the image to grayscale
- C. change the model to LAB
- D. adjust the curves



## Performance Assessment

NOCTI performance assessments allow individuals to demonstrate their acquired skills by completing actual jobs using the tools, materials, machines, and equipment related to the technical area.

**Administration Time:** 4 hours

**Number of Jobs:** 2

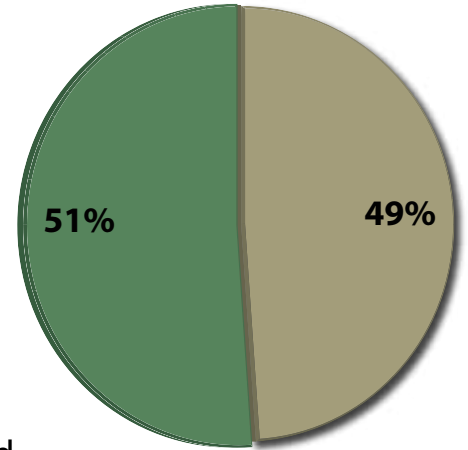
### Areas Covered:

#### **51% Design: Final Computer Comprehensive-Preparing and Printing Files**

Maintained clean, neat work area, set heading, make and place tint box, complete photo box, complete rounded corner box, place text on a path, import "sun" graphic, type text box/body copy, place gradient box, place sightseeing text, place and fill bottom color box, place student name, print final computer comprehensive, and print separations.

#### **49% Layout - Comprehensive Redesign**

Develop ideas, use tools and equipment, communication skills, execution of thumbnail sketches, one manual color rough layout, effectiveness of comprehensive design, adhere to project parameters as evidenced through comprehensive, and final presentation board.





## Sample Job

### Layout: Comprehensive Redesign

**Maximum Time:** 2 hours

**Participant Activity:** The participant will redesign a travel flyer. A minimum of five thumbnails, one color rough, and one digital/computerized comprehensive layout will be produced.

