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# **Advertising and Design**

## General Assessment Information

### Blueprint Contents

General Assessment Information	Sample Written Items
Written Assessment Information	Performance Assessment Information
Specific Competencies Covered in the Test	Sample Performance Job

**Test Type:** The Advertising and Design industry-based credential is included in NOCTI's Job Ready assessment battery. Job Ready assessments measure technical skills at the occupational level and include items which gauge factual and theoretical knowledge. Job Ready assessments typically offer both a written and performance component and can be used at the secondary and post-secondary levels. Job Ready assessments can be delivered in an online or paper/pencil format.

**Revision Team:** The assessment content is based on input from secondary, post-secondary, and business/industry representatives from the states of Alabama, Kentucky, New Jersey, New York, and Pennsylvania.



09.0903-Advertising



Career Cluster 14 - Marketing



27-1024.00-  
Graphic Designers



The Association for Career and Technical Education (ACTE), the leading professional organization for career and technical educators, commends all students who participate in career and technical education programs and choose to validate their educational attainment through rigorous technical assessments. In taking this assessment you demonstrate to your school, your parents and guardians, your future employers and yourself that you understand the concepts and knowledge needed to succeed in the workplace. Good Luck!



**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 Design

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## Written Assessment

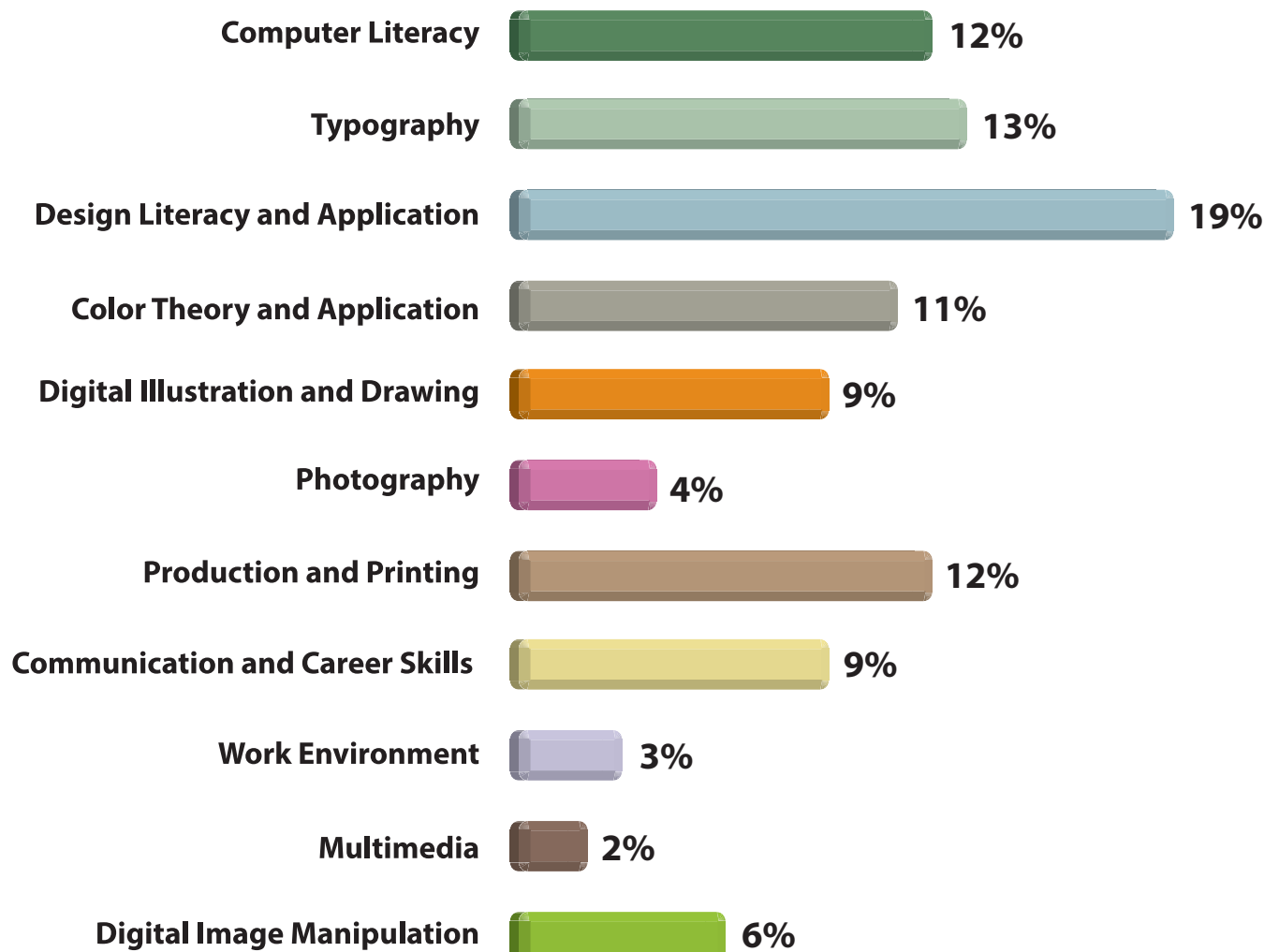
NOCTI written assessments consist of questions to measure an individual's factual theoretical knowledge.

**Administration Time:** 3 hours

**Number of Questions:** 200

**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 and other network devices
- Demonstrate appropriate knowledge, security, 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)

### Digital Literacy and Application

- Demonstrate knowledge of basic design terminology (e.g., bleed, live area, trim, orientation)
- Exhibit knowledge of design elements and principles
- Apply skills of database management and variable data printing
- Demonstrate techniques of 2-D design
- Demonstrate techniques of 3-D design
- Produce project to client specifications
- 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

### Color Theory and Application

- Identify color theory terminology
- Demonstrate the use of color to create impact or effect
- 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)

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## Specific Standards and Competencies (continued)

### Digital Illustration and Drawing

- Identify drawing and digital illustration terminology
- Identify basic tools and materials (e.g., computer software, pencils, paper)
- 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)

### 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

- Identify production/printing terminology
- Manage fonts for distribution and production using various software and techniques
- Demonstrate proofing and preflighting (preparing for output)
- Provide job specifications for printer
- Demonstrate knowledge of job flow, various printing, and finishing processes
- Determine what media/medium works best for a project
- Identify media by common size, weight, number, and finish



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## Specific Competencies and Skills (continued)

### Communication and Career Skills

- Demonstrate personal presentation skills (e.g., speaking, listening, writing)
- Demonstrate ability to accept and/or give constructive criticism
- Apply communication skills for marketing (e.g., researching, brainstorming, sales techniques)
- 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, .png, .eps)
- Identify appropriate resolution for projects
- Manipulate images (e.g., restore, color correct, masking)





## Sample Questions

**The safest way to protect a computer from lightning is to use a**

- A. manual shut-off switch
- B. surge protector
- C. power strip
- D. hard drive backup

**Equal visual weight in a design is known as**

- A. variety
- B. contrast
- C. balance
- D. proximity

**Photographs, drawings, charts, and diagrams are all**

- A. multimedia
- B. graphics
- C. software
- D. simulations

**The proofreader mark ^ indicates**

- A. delete
- B. order
- C. number
- D. insert

**Consecutive motion of a still image will create**

- A. effect
- B. layering
- C. vectors
- D. animation

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Sample Questions (continued)

**When converting text to outline in a drawing program, it becomes**

- A. rasterized art
- B. drawing art
- C. vector art
- D. a cartoon

**The best tool to use while attempting to draw a perpendicular line is a**

- A. triangle
- B. t-square
- C. compass
- D. protractor

**When discussing and refining design ideas, the speaker's tone of voice can reflect**

- A. the quality of the person's work
- B. the way others respond to the person
- C. the person's education level
- D. what life experiences that person has had

**The standard bleed allowance should be**

- A. 1/32 inch
- B. 1/8 inch
- C. 1/2 inch
- D. 1 inch

**A CMYK output device is a**

- A. monitor
- B. printer
- C. television
- D. scanner

## 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:** 2 hours and 45 minutes

**Number of Jobs:** 2

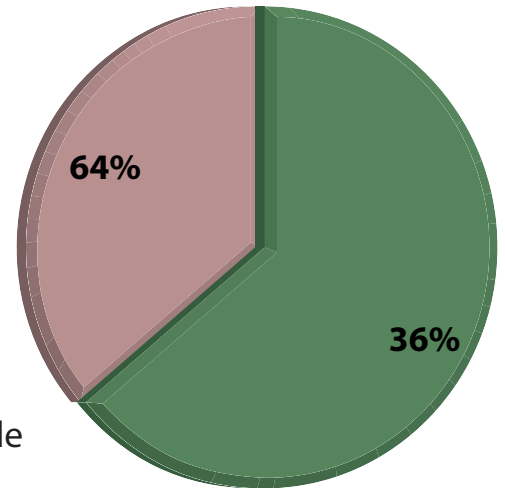
### Areas Covered:

#### **64% Design: Computer Comprehensive – Prepare and Print Files**

Participant will use the materials and tools provided to create a final computer comprehensive. Steps will include following the specifications provided for the layout.

#### **36% Layout: Redesign**

Participant will convert the provided image to a duotone and follow steps to redesign it into a flyer.



## Sample Job

### Layout: Redesign

**Maximum Time:** 45 minutes

**Participant Activity:** The participant will convert the provided image to a duotone, add the converted image to the flyer, change the opacity of the newly placed image, rename and save the file, export the file as a print-ready .pdf, print final computer comprehensive, and notify the evaluator when you have completed the job.

