



# Career & Technology Advertising Design

Curriculum Outline – pacing determined by instructor					
Academic Alignment with TEKS	CTE TEKS	Content/Vocabulary	Guiding Questions	Activities	Resources and Web links
Math §111.34. a.3  English 1ABC,2B,6E  Science  Social Studies §113.35. c.15(a),(b)	TEKS 125.94 (1) The student knows the employability characteristics of a successful worker in the modern workplace.	Terms/definitions -Vocabulary practiced in the work place  -Career oriented terminology  -Advertising terminology  - Anatomy of type and graphic design terminology	What employment opportunities and preparation is required in the field of advertising design?  How are the principles of leadership related to citizenship and career preparation in advertising design?  How can appropriate work habits and employers' expectations be identified?  What positive impact has technology had on advertising design?	-Discuss employment opportunities in the advertising design field.  -Type and format text for specific audiences. Proof read and correct.  -Look at examples of typography and ads before computer age.  Practice/review vocabulary words and terms.  Become familiar with layout software and graphic manipulation.	State adopted textbooks  Technical/software manuals  Instructor assignments and workbook.  Internet resources
MATH: §111.34.a.3 §111.C b.7(a). 8(f)  English 2B, 5A, 6B, 9A  Science §112.43 c.3(b)  Social Studies	TEKS 125.94 (2) Student relates core academic skills to the requirements of advertising design.	Increase vocabulary through reading, listening, and brainstorming. Use extensive commercial and advertising terminology  Power words implemented in advertising design. Terminology.	What skills are needed for effective oral and written communication when working with customers, management, and varied cultures?  What power words will promote buying within specific groups, and why do they influence the buyer?  What is the purpose for using different units of measurement when creating graphic design?	-Create advertising material targeting specific audiences.  -Use appropriate vocabulary and power words targeting audience.  -Design layouts using x and y coordinates for positioning elements. Apply text formatting for different media. -use pagination for creating multiple page documents.	Magazines  Design Books  On-line tutorials  Internet resources



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<p>Math §111.C b.7(a). 8(f).</p> <p>English 1ABC,2B,6B, 6E</p> <p>Science</p> <p>Social Studies</p>	<p>TEKS 125.94 (3) The student knows the concepts and skills that form the core knowledge of advertising design</p>	<p>Identify digital file formats. Terminology found in technical tutorials and manuals for advertising design.</p> <p>Skills forming core knowledge of advertising design.</p> <p>Design process and knowledge of sale of goods and services.</p>	<p>What is the purpose of different file formats and their functions? What is raster and what is vector? Give examples of each.</p> <p>What knowledge is required for demonstrating techniques and procedures used in graphic design and advertising?</p> <p>How would you create a visual design in order to attract the target audience? What determines a beneficial layout for advertising purposes?</p>	<p>Create and produce material for print. Determine a specific audience based on gender, age, culture. Target audience.</p> <p>Apply the design process.</p> <p>Use multiple design applications for producing most effective type and graphics.</p> <p>Create and edit vector and raster graphics.</p>	<p>Teacher assignments and handouts.</p> <p>Graphic design magazines.</p>
<p>Math</p> <p>English 1ABC,6B</p> <p>Science §112.43 c.1(b)</p> <p>Social Studies §113.35. c.20(a)</p>	<p>TEKS 125.94 (4) The student knows the function and application of the tools, equipment, technologies, and materials used in advertising design.</p>	<p>Safety equipment and materials commonly used in the field of advertising design.</p> <p>New and emerging technologies affecting the field of advertising design.</p> <p>Safety - proper handling and disposing of hazardous materials.</p>	<p>What materials and safety equipment should be used in the field of advertising?</p> <p>What are examples of a hazardous situation in advertising?</p> <p>What new technologies are emerging that would affect the field of advertising design?</p>	<p>Create a clean and dry work environment around electrical equipment.</p> <p>Recycle paper and print products.</p>	



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<p>Math §111.Ca.6 b.7(a). 8(f)</p> <p>English 1A,B,C, 2B,6B,6E,7B, 8B,</p> <p>Science</p> <p>Social Studies §113.35. c.3(a,b)8(d)(f) 15(b),17(b)</p>	<p>TEKS 125.94 (5) The student applies the concepts and skills of the trade to simulated and actual work situations.</p>	<p>Communicate with customer. Modify, draw, create to achieve desired effect.</p> <p>Graphic materials designed and used for illustration, packaging, manufactured materials and advertising.</p> <p>Created designs for displays and instructional manuals. Signs, design emblems, ornamentation.</p> <p>Professional portfolio, student's target job market.</p> <p>Advertising design work base learning opportunities.</p>	<p>What strategies can be used for successful communication between designer and client? What is client and designer relationship?</p>	<p>Design all advertising media for print.</p> <p>Brochures, ads, flyers, newsletters, computer illustrations.</p> <p>History of advertising Concepts in advertising</p>	
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