



VIRGINIA BEACH CITY PUBLIC SCHOOLS
CHARTING THE COURSE

Department of Teaching & Learning
Parent/Student Course Information

Digital Design II
(AT8571)
Three Credits, One Year
Grades 9 - 12

Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.

COURSE DESCRIPTION

This two-year program helps students to develop the skills and principles involved in advertising design. Students also learn the development and function of advertising and the production processes involved. Students will learn to cross technical and visual boundaries by using the elements of graphic design and computer graphic arts. Additional elements covered are design, illustration, typography, photography, computer graphics, advertising techniques and preparation of camera-ready copy for print material.

CERTIFICATION

Adobe Certified Expert (ACE) certification exams
National Occupational Competency Testing Institute (NOCTI) Assessment: Advertising Design

STUDENT ORGANIZATION

SkillsUSA is a co-curricular organization for all students enrolled in trade and industrial education programs. SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. SkillsUSA helps students excel by providing educational programs, events and competitions that support career and technical education (CTE) in the nation's classrooms. Students are highly encouraged to participate.

PREREQUISITE

Digital Design I

OPTIONS FOR NEXT COURSE

None

REQUIRED STUDENT TEXTBOOK

None

COMPETENCIES FOR DIGITAL DESIGN II

Demonstrating Workplace Readiness Skills: Personal Qualities and People Skills

- 1 Demonstrate positive work ethic.
- 2 Demonstrate integrity.
- 3 Demonstrate teamwork skills.
- 4 Demonstrate self-representation skills.
- 5 Demonstrate diversity awareness.
- 6 Demonstrate conflict-resolution skills.
- 7 Demonstrate creativity and resourcefulness.

Demonstrating Workplace Readiness Skills: Professional Knowledge and Skills

- 8 Demonstrate effective speaking and listening skills.
- 9 Demonstrate effective reading and writing skills.
- 10 Demonstrate critical-thinking and problem-solving skills.
- 11 Demonstrate healthy behaviors and safety skills.
- 12 Demonstrate an understanding of workplace organizations, systems and climates.
- 13 Demonstrate lifelong-learning skills.
- 14 Demonstrate job-acquisition and advancement skills.
- 15 Demonstrate time-, task- and resource-management skills.
- 16 Demonstrate job-specific mathematics skills.
- 17 Demonstrate customer-service skills.

Demonstrating Workplace Readiness Skills: Technology Knowledge and Skills

- 18 Demonstrate proficiency with technologies common to a specific occupation.
- 19 Demonstrate information technology skills.
- 20 Demonstrate an understanding of Internet use and security issues.
- 21 Demonstrate telecommunications skills.

Examining All Aspects of an Industry

- 22 Examine aspects of planning within an industry/organization.
- 23 Examine aspects of management within an industry/organization.
- 24 Examine aspects of financial responsibility within an industry/organization.
- 25 Examine technical and production skills required of workers within an industry/organization.
- 26 Examine principles of technology that underlie an industry/organization.
- 27 Examine labor issues related to an industry/organization.
- 28 Examine community issues related to an industry/organization.
- 29 Examine health, safety and environmental issues related to an industry/organization.

Addressing Elements of Student Life

- 30 Identify the purposes and goals of the student organization.
- 31 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.
- 32 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs and projects.
- 33 Identify Internet safety issues and procedures for complying with acceptable use standards.

Practicing Lab Safety and Maintenance

- 34 Comply with safety and ergonomic precautions associated with computer use.
- 35 Maintain instruments and equipment.
- 36 Demonstrate safe use of cutting devices.

Demonstrating Fundamental Skills and Techniques

- 37 Identify types of measurements and measurement techniques related to the advertising design industry.
- 38 Produce freehand or digital drawings/illustrations.

Applying Illustration Theory

- 39 Apply fundamental illustration principles.
- 40 Describe the relationship between language and images.
- 41 Translate ideas, text, or narrative into images that communicate to others.
- 42 Use various media for rendering illustrations.
- 43 Complete product illustration.

Working with Typography

- 44 Demonstrate techniques used to create contrast in typography.
- 45 Proof copy, using proofreader's marks.

Applying Computer Skills

- 46 Create page layouts, using page-layout software.
- 47 Create graphics for integration into Web sites.
- 48 Manage electronic images.
- 49 Create a multimedia presentation.
- 50 Create a computer-based animation.
- 51 Generate a storyboard for computer-based animation.

Designing an Advertisement

- 52 Prepare a comprehensive.
- 53 Produce a mock-up/dummy.
- 54 Apply multimedia and social-media design strategies to advertising designs.
- 55 Demonstrate the ability to create a product as part of a project/design team.

Printing an Advertisement

- 56 Calculate the percent of enlargement or reduction with a proportional scale.
- 57 Prepare an instructional sheet for printing.
- 58 Produce a final or native portable document format (PDF) file for submission.
- 59 Select paper stock and ink for reproduction.
- 60 Demonstrate skills for communicating with print shops.

Applying Design Skills

- 61 Design an image to send to a professional for screen printing.
- 62 Design a point-of-purchase display.
- 63 Draw and render a technical illustration.
- 64 Produce a package design.
- 65 Produce an exhibition display.
- 66 Apply interactive design strategies.
- 67 Apply industrial design principles.

Practicing Photography

- 68 Research the history of photography.
- 69 Execute a staged photo shoot.
- 70 Enlarge a print digitally.

Developing Employability Skills

- 71 Maintain a portfolio.
- 72 Prepare a self-promotion piece.
- 73 Practice job application and interview skills.

Exploring a Career in Advertising Design

- 74 Identify sources of employment.
- 75 Describe potential barriers to employment.
- 76 Identify opportunities for personal and career growth.
- 77 Describe the significance of technological advances in the advertising design industry.
- 78 Identify opportunities for gaining work experience.

Aaron C. Spence, Ed.D., Superintendent
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Produced by the Department of Media and Communications for the
Department of Teaching and Learning.
For further information please call (757) 263-1070.

Notice of Non-Discrimination Policy

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To seek resolution of grievances resulting from alleged discrimination or to report violations of these policies, please contact the Title VI/Title IX Coordinator/Director of Student Leadership at (757) 263-2020, 1413 Laskin Road, Virginia Beach, Virginia, 23451 (for student complaints) or the Section 504/ADA Coordinator/Chief Human Resources Officer at (757) 263-1133, 2512 George Mason Drive, Municipal Center, Building 6, Virginia Beach, Virginia, 23456 (for employees or other citizens). Concerns about the application of Section 504 of the Rehabilitation Act should be addressed to the Section 504 Coordinator/ Executive Director of Student Support Services at (757) 263-1980, 2512 George Mason Drive, Virginia Beach, Virginia, 23456 or the Section 504 Coordinator at the student's school. For students who are eligible or suspected of being eligible for special education or related services under IDEA, please contact the Office of Programs for Exceptional Children at (757) 263-2400, Laskin Road Annex, 1413 Laskin Road, Virginia Beach, Virginia, 23451.

Alternative formats of this publication which may include taped, Braille, or large print materials are available upon request for individuals with disabilities. Call or write The Department of Teaching and Learning, Virginia Beach City Public Schools, 2512 George Mason Drive, P.O. Box 6038, Virginia Beach, VA 23456-0038. Telephone 263-1070 (voice); fax 263-1424; 263-1240 (TDD) or email at Brandon.Martin@vbschools.com.

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