Advertising Design

Study Guide

Assessment:

4111 Copy Center Technician
4112 Graphic Designer
4113 Illustrator
4114 Production Artist

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Overview

This study guide is designed to help students prepare for the Advertising Design assessments. It includes information about the assessments, the skills standards upon which the assessments are based and test taking strategies.

Each of the four sections in this guide provides useful information for students preparing for the Advertising Design assessments.

- CareerTech and Competency-Based Education: A Winning Combination

- Advertising Design assessments

  - ▶ Assessment Information

  - ▶ Standards and Test Content

  - ▶ Sample Questions

  - ▶ Abbreviations, Symbols and Acronyms

- Strategies for Test Taking Success

- Notes

These assessments were developed by the CareerTech Testing Center and measure a student's ability to apply knowledge of the skills necessary for success in the Advertising Design sector.

CareerTech and Competency-Based Education: A Winning Combination

Competency-based education uses learning outcomes that emphasize both the application and creation of knowledge and the mastery of skills critical for success. In a competency-based education system, students advance upon mastery of competencies, which are measurable, transferable outcomes that empower students.

Career and technology education uses industry professionals and certification standards to identify the knowledge and skills needed to master an occupation. This input provides the foundation for development of curriculum, assessments and other instructional materials needed to prepare students for wealth-generating occupations and produce comprehensively trained, highly skilled employees demanded by the work force.

Tools for Success

CareerTech education relies on three basic instructional components to deliver competency-based instruction: skills standards, curriculum materials, and competency assessments.

Skills standards provide the foundation for competency-based instruction and outline the knowledge and skills that must be mastered in order to perform related jobs within an industry. Skills standards are aligned with national skills standards and/or industry certification requirements; therefore, a student trained to the skills standards is equally employable in local, state and national job markets.

Curriculum materials and textbooks contain information and activities that teach students the knowledge and skills outlined in the skills standards. In addition to complementing classroom instruction, curriculum resources include supplemental activities that enhance learning by providing opportunities to apply knowledge and demonstrate skills.

Certification Assessments test the student over material outlined in the skills standards and taught using the curriculum materials and textbooks. When used with classroom performance evaluations, certification assessments provide a means of measuring occupational readiness.

Each of these components satisfies a unique purpose in competency-based education and reinforces the knowledge and skills students need to gain employment and succeed on the job.

Measuring Success

Evaluation is an important component of competency-based education. Pre-training assessments measure the student's existing knowledge prior to receiving instruction and ensure the student's training builds upon this knowledge base. Formative assessments administered throughout the training process provide a means of continuously monitoring the student's progress towards mastery.

Certification assessments provide a means of evaluating the student's mastery of knowledge and skills. Coaching reports communicate assessment scores to students and provide a breakdown of assessment results by standard area. The coaching report also shows how well the student has mastered skills needed to perform major job functions and identifies areas of job responsibility that may require additional instruction and/or training.

Advertising Design
Assessment Information

What are the Advertising Design assessments?

The Copy Center Technician, Graphic Designer, Illustrator, and Production Artist assessments are end-of-program assessments for students in Advertising Design programs. The assessments provide an indication of student mastery of knowledge and concepts necessary for success in careers in these areas.

How was the assessment developed?

The assessments were developed by the CareerTech Testing Center. Items were developed and reviewed by a committee of subject matter experts.

Frequency: represents how often the task is performed on the job. Frequency rating scales vary for different occupations. The rating scale used in this publication is presented below:

1 = less than once a week   2 = at least once a week   3 = once or more a day

Criticality: denotes the level of consequence associated with performing a task incorrectly. The rating scale used in this publication is presented below:

1 = slight   2 = moderate   3 = extreme

What does the assessment cover?

Specifically, the tests include multiple-choice test items over the following areas:

Copy Center Technician (55 questions)

Safety and First Aid	22%
Copyright	13%
Paper	24%
Job Specifications	7%
Digital File Output	12%
Machine Operating Printer/Copier	11%
Quality Management	9%
Auxiliary Services	2%

Illustrator (55 questions)

Basic Computer Illustration	31%
Demonstrate Basic Drawing/Illustration Skills (traditional and electronic)	29%
Perform Digital Illustrative Techniques	29%
Develop a Layout Sequentially Through the Visual Stage	11%

Graphic Designer (55 questions)

Copyright Law	5%
Project Management	20%
Printing Surfaces	4%
Design and Color Principles	33%
Demonstrate Basic Drawing/Illustration Skills (traditional and electronic)	38%

Production Artist (55 questions)

Safety and First Aid	7%
Production/Printing Basics	4%
Orientation to Production Artist	7%
Copyright Laws	7%
Basic Math and Measurement Skills	15%
Storage	5%
Typograph	13%
Page Layout	16%
Image Capture	4%
Photo Manipulation for Print	18%
Digital File Preparation and Output	4%

What are the benefits of using these assessments?

Students receive a certificate for each assessment that he/she passes. This certificate may be included in his/her portfolio and used to communicate the student's mastery of the subject matter to potential employers.

When should the assessment be taken?

The CareerTech Testing Center recommends that students take these assessments as soon as possible after receiving all standards-related instruction, rather than waiting until the end of the school year.

Is the assessment timed?

No. However, most students finish the assessment within one hour.

What resources can students use on these assessments?

Students are allowed to use calculators and scratch paper on CTTC assessments; however, these items must be provided by the testing proctor and returned to the proctor before the student's exam is submitted for scoring. Calculator apps on cell phones and other devices may not be used on these assessments.

What accommodations can be made for students with Individualized Education Plans (IEPs)?

Accommodations are allowed for students with an Individualized Education Plan. Examples of allowable accommodations include:

- Extended time — This assessment is not timed; therefore, students may take as much time as needed to finish. The assessment must be completed in one testing session.

- Readers — A reader may be used to read the assessment to a student who has been identified as needing this accommodation.

- Enlarged text — Students needing this accommodation can activate this feature by clicking the AA icon in the upper right corner of the screen.

What can students expect on Test Day?

All CTTC assessments are web-based and delivered exclusively by a proctor in the school's assessment center. The proctor **cannot** be an instructor or anyone who was involved with the students during instruction.

Assessments are delivered in a question-by-question format. When a question is presented, the student can select a response or leave the question unanswered and advance to the next question. Students may also flag questions to revisit before the test is scored. All questions must be answered before the test can be submitted for scoring.

After the assessment is scored, the student will receive a score report that not only shows the student's score on the assessment, but also how the student performed in each standard area.

Can students retake the test?

Students may retake the test unless their school or state testing policies prohibit retesting. Students who can retest must wait at least three days between test attempts.

Standards and Test Content
Copy Center Technician

Safety and First Aid (12 questions)

1. List the steps to be taken in case of injury in the lab **(1/3)**
2. Read and interpret Safety Data Sheets (SDS) **(1/3)**
3. Read, interpret, and follow instructions on warning labels **(1/3)**
4. Identify the safety color codes **(1/3)**
5. List safety rules involving flammable liquids **(1/3)**
6. Follow proper safety procedures when operating equipment and lifting **(1/3)**
7. Follow approved shop dress code for safe operation including necessary personal safety equipment **(1/3)**
8. Identify protective safety equipment where needed (ear plugs, gloves, goggles) **(1/3)**
9. Identify locations(s) of first aid kit(s) and eye wash station(s) **(1/3)**
10. Use approved methods to dispose of waste materials **(1/3)**
11. Identify locations(s) and describe proper use of fire safety equipment **(1/3)**
12. Differentiate between safe and unsafe uses of electrical equipment **(1/3)**
13. Match ergonomic disorders with their causes **(1/3)**
14. Maintain a safe and clean work environment **(3/3)**

Copyright (7 questions)

1. Select items that may or may not be copyrighted **(3/3)**
2. Identify elements of the U.S. copyright law **(3/3)**
3. Identify "fair use" of copyrighted material, both published and electronic **(3/3)**
4. Know consequences to copyright infractions **(3/3)**

Paper (13 questions)

1. Determine paper count in a ream/case **(3/2)**
2. Identify types of paper **(3/3)**
3. Identify weights of paper **(3/3)**
4. Identify specialty papers **(3/3)**
5. Identify paper sizes **(3/3)**
6. Identify paper grain **(3/3)**
7. Identify proper conditions for paper storage **(3/3)**

Job Specifications (4 questions)

1. Recognize shop equipment and capabilities **(3/3)**
2. Identify job ticket terminology **(3/3)**
3. Complete/read a job ticket **(3/3)**
4. Calculate turnaround time **(3/3)**

Demonstrate Ability to Make Copies from a Digital File Output (7 questions)

1. Read and interpret production information from job jacket/ticket **(3/3)**
2. Identify common digital file problems **(3/3)**
3. Identify machine resolution **(2/3)**
4. Adjust LPI on files **(2/3)**
5. Understand the PDF and its capabilities **(3/3)**
6. Convert RGB and spot color files to CMYK **(1/1)**
7. Create a proof for client approval **(3/2)**

Machine Operating Printer/Copier (6 questions)

1. Demonstrate operation and maintenance of machines (turn machine on and off, load paper, load originals, load toner, clear jams, replace staple cartridge) **(3/3)**
2. Demonstrate control panel functions **(3/3)**
3. Demonstrate networking skills **(1/1)**
4. Place a service call **(1/1)**
5. Place a supply order **(2/3)**
6. Demonstrate knowledge of copy center pricing schedule **(3/3)**
7. Record meter reading **(1/1)**

Quality Management (5 questions)

1. Troubleshoot imperfections **(3/3)**
2. Check registration for alignment, edge erase, etc. **(3/3)**
3. Check for proper pagination **(3/3)**
4. Adjust contrast, saturation, and halftones **(3/3)**
5. Verify output with job ticket **(3/3)**

Auxiliary Services (1 question)

1. Cut matte board to proper specifications **(1/1)**
2. Identify types of film lamination **(1/1)**
3. Identify lamination machine specifications **(1/1)**
4. Load lamination film **(1/1)**
5. Trim laminated piece
6. Determine size of bind **(1/1)**
7. Punch holes in paper **(1/1)**
8. Insert binding apparatus **(1/1)**
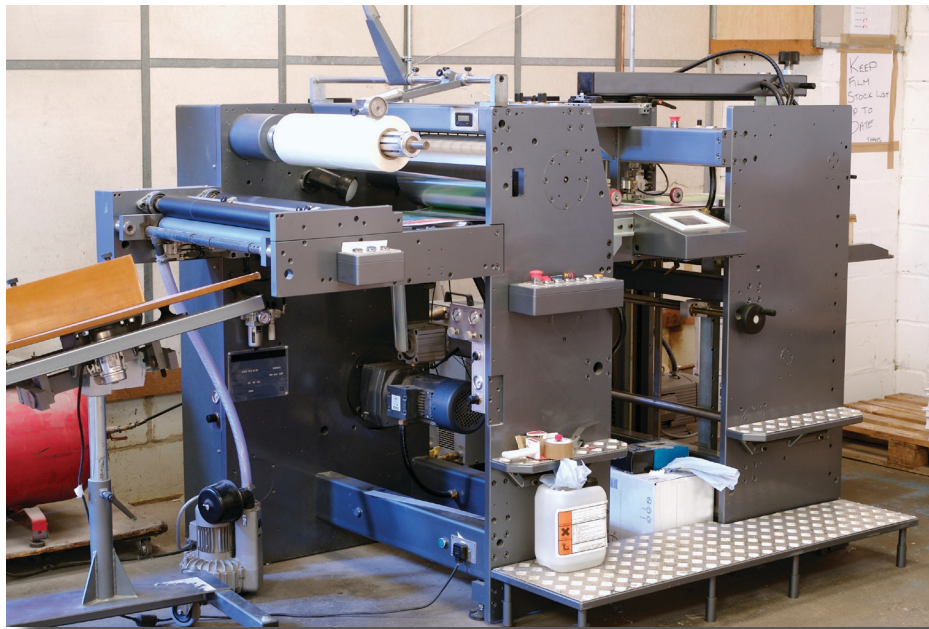
Standards and Test Content
Graphic Designer

Copyright Law (3 questions)

1. Identify copyrighted material **(3/3)**

2. Interpret copyright rules **(2/2)**

3. Compose a copyright release letter **(1/1)**

Project Management (11 questions)

1. Communicate with clients, production artists, printers, or other key personnel **(3/3)**

2. Demonstrate understanding of how branding affects consumer recognition **(3/3)**

3. Research project requirements **(3/3)**

4. Develop a plan for completing the project **(3/3)**

5. Identify and organize project materials **(3/3)**

6. Create unconventional solutions to traditional design problems **(2/2)**

7. Demonstrate problem solving ability **(3/3)**

8. Critique, evaluate and refine ideas **(3/3)**

9. Understand client's specifications **(3/3)**

10. Brainstorm ideas **(3/3)**

11. Identify and present appropriate marketing and research information (audience and purpose of graphics) **(3/3)**

Printing Surfaces (2 questions)

1. Determine what surface works best for a project **(2/2)**
2. Identify surfaces by color, common size, weight, number, and finish **(2/2)**

Design and Color Principles (18 questions)

1. Identify the ten graphic design layouts (Mondrian, picture-window, copy-heavy, frame, circus, multipanel, silhouette, big-type, rebus, alphabet-inspired) **(3/3)**

2. Identify the concept of eye flow in composition **(2/3)**

3. Identify and demonstrate use of elements and principles of graphic design (line, shape, value, texture, format/balance, emphasis, rhythm, unity) **(2/3)**

4. Define terminology associated with graphic design **(3/3)**

5. Identify methods used to achieve emphasis **(2/3)**

6. Identify types of balance **(2/3)**

7. Understand 2-D design **(2/3)**

8. Understand 3-D design **(1/3)**

9. Select proper typography appropriate for the design and purpose (type fonts, styles and size) **(3/3)**

10. Choose appropriate colors **(3/3)**

11. Identify the physiological and psychological effects of color **(1/1)**

12. Identify photograph quality and appropriateness **(3/3)**

13. Create graphics that integrate principles of communication and elements of visual design **(2/2)**

14. Describe characteristics of design for different media. (i.e., t-shirt, billboard, business cards, magazines, newspapers, etc.) **(2/3)**

15. Develop variety of color using tints, screens and shading techniques **(2/3)**

16. Identify the printer's color wheel **(1/1)**

17. Project planning: **(3/3)**
    - Demonstrate use of terminology
    - Discuss basic elements of a layout
    - Make a series of thumbnail sketches
    - Develop a rough layout from thumbnail sketch
    - Render comprehensive layouts from roughs
    - Identify postal regulations (size, weight and fold limitations)
    - Make a folded dummy
    - Create a storyboard

18. Design a document using appropriate margins, indents, tabs, display and text fonts, styles, point sizes, leading, character formats, paragraph formats, etc. **(3/3)**

Demonstrate Basic Drawing/Illustration Skills (traditional and electronic) (21 questions)

1. Identify tools, equipment and materials **(3/3)**

2. Demonstrate knowledge of illustrations, mediums, techniques, and applications **(3/3)**

3. Create drawings to reflect various perspectives **(2/3)**

4. Render illustrations **(3/3)**

5. Perform various line art techniques (i.e., stippling, cross-hatching, scratchboard, etc.) **(2/3)**

6. Perform various continuous tone art **(2/3)**

7. Demonstrate a functional knowledge of menus and panel of illustration software **(3/2)**

8. Use tools and effects **(3/3)**

9. Create, import, and edit line art **(2/3)**

10. Create, import, and edit spot color illustrations **(2/3)**
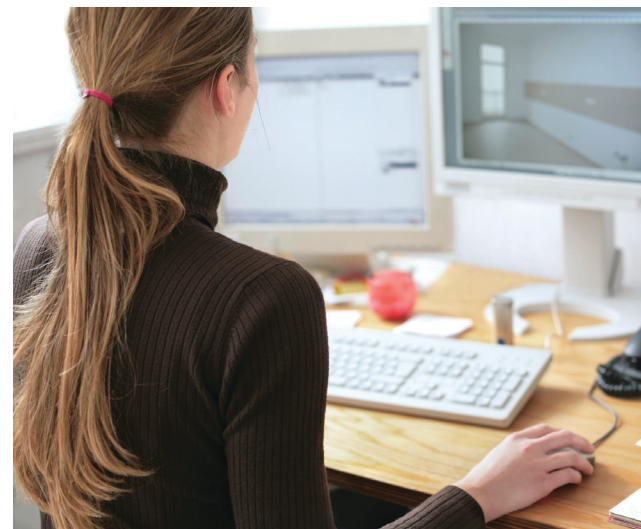
11. Create, import, and edit process color illustrations **(2/3)**

12. Create, import, and edit RGB illustrations **(2/3)**

13. Import scanned images and trace/redraw **(2/3)**

14. Create and use styles **(2/3)**

15. Create custom blends, masks, and compound paths **(2/3)**

16. Convert type to paths and manipulate for display **(2/3)**

17. Prepare graphics and text for on-screen presentation **(1/3)**

18. Prepare logos and/or trademarks **(2/3)**

19. Produce a logo design on the computer and integrate into a design **(3/3)**

20. Create vector animations for on-screen presentations **(1/1)**

21. Create a design using manipulated type (rotated, circled, extended, etc.) for a publication **(2/3)**

22. Prepare graphics and text for print **(3/3)**
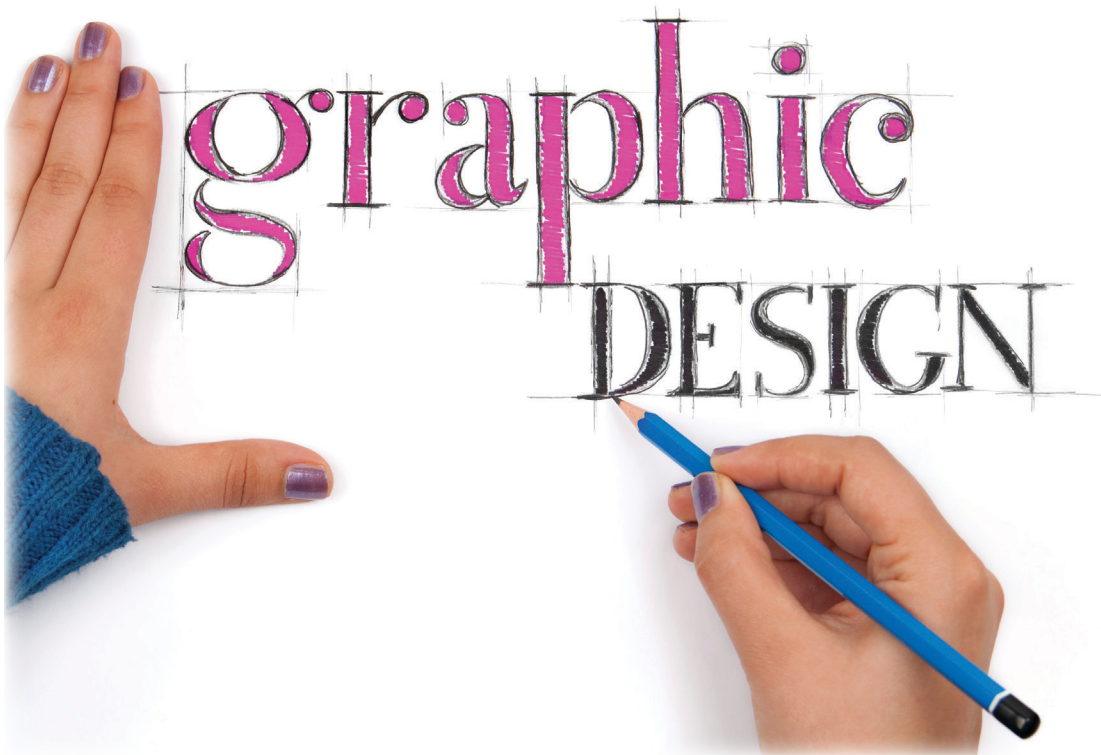
Standards and Test Content
Illustrator

Basic Computer Illustration (17 questions)

1. Demonstrate a functional knowledge of menus and panels of illustration software **(3/2)**
2. Use tools and effects **(3/3)**
3. Create, import, and edit line art **(2/3)**
4. Create, import, and edit spot color illustrations **(2/3)**
5. Create, import, and edit process color illustrations **(2/3)**
6. Create, import, and edit RGB illustrations **(2/3)**
7. Import scanned images and trace/redraw **(2/3)**
8. Create and use style sheets **(2/3)**
9. Create custom blends, masks, and compound paths **(2/3)**
10. Convert type to paths and manipulate for display **(2/3)**
11. Prepare graphics and text for on-screen presentation **(1/3)**
12. Produce a logo design on the computer and integrate into a design **(3/3)**
13. Create vector animations for on-screen presentations **(1/1)**
14. Prepare graphics and text for print **(3/3)**

Demonstrate Basic Drawing/Illustration Skills (traditional and electronic) (16 questions)

1. Identify tools, equipment and materials **(3/3)**
2. Determine which surfaces works best for an application **(3/3)**
3. Demonstrate knowledge of illustrations, mediums, techniques, and applications **(3/3)**
4. Create drawings to reflect various perspectives **(2/3)**
5. Create a design using tints and fills for a given job using a graphics program **(1/3)**
6. Render illustrations **(3/3)**
7. Prepare logos and/or trademarks **(2/3)**
8. Perform various line art techniques (i.e., stippling, cross-hatching, scratchboard, etc.) **(2/3)**
9. Perform various continuous tone art **(2/3)**
10. Create a design using manipulated type (rotated, circled, extended, etc.) for a publication **(2/3)**
11. Perform hand and computer illustrations (freehand sketches, auxiliary views, one- and two-point perspectives, alter drawings) **(1/3)**
12. Integrate paint illustration program techniques with digital photography imagery **(1/3)**
13. Create a design/publication **(2/3)**

Perform Digital Illustrative Techniques (16 questions)

1. Demonstrate use of color corrections and adjustments **(2/3)**
2. Demonstrate use of gradients and fills **(2/3)**
3. Demonstrate use of duotones, tritones and quadtones **(2/3)**
4. Demonstrate use of spot color **(2/3)**
5. Demonstrate use of advanced raster selection tools **(2/3)**
6. Demonstrate use of path features (clipping and editing) **(2/3)**
7. Demonstrate use of mask features (clipping and editing) **(2/3)**
8. Demonstrate use of advanced vector selection tools **(2/3)**
9. Save/export in appropriate file format (i.e., EPS, JPG, GIF, PSD, DOC, TIFF, AI, PDF, PNG) **(3/3)**
10. Demonstrate use and manipulation of layers **(2/3)**
11. Define and edit graphs **(1/3)**
12. Demonstrate and apply different image features (effects and filters) **(2/3)**
13. Demonstrate ability to compose a digital illustration **(2/3)**

Develop a Layout Sequentially Through the Visual Stage (3 questions)

1. Demonstrate use of terminology **(3/3)**
2. Discuss basic elements of a layout **(3/3)**
3. Draw thumbnail layouts **(2/3)**
4. Develop a rough layout from thumbnail sketch **(2/3)**
5. Render comprehensive layouts from roughs **(2/3)**

Standards and Test Content
Production Artist

Safety and First Aid (4 questions)

1. List the steps to be taken in case of injury in the lab **(1/3)**
2. Read and interpret Material Safety Data Sheets (MSDS) **(1/3)**
3. Read, interpret, and follow instructions on warning labels **(1/3)**
4. Identify the safety color codes **(1/3)**
5. List safety rules involving flammable liquids **(1/3)**
6. Follow proper safety procedures when operating equipment and lifting **(2/3)**
7. Follow approved shop dress code for safe operation including necessary personal safety equipment **(3/3)**
8. Identify protective safety equipment where needed (ear plugs, gloves, goggles) **(1/2)**
9. Identify locations(s) of first aid kit(s) and eye wash station(s) **(1/3)**
10. Use approved methods to dispose of waste materials **(1/3)**
11. Identify locations(s) and describe proper use of fire safety equipment **(1/3)**
12. Differentiate between safe and unsafe uses of electrical equipment **(1/3)**
13. Match ergonomic disorders with their causes **(3/3)**
14. Maintain a safe and clean work environment **(3/3)**

Production/Printing Basics (2 questions)

1. Identify print markets and types of print businesses **(1/1)**
   - History (Serigraphy, Lithography, etc.)
   - Silk screen
   - Sheet fed
   - Web press
   - Gravure
2. Identify the products produced by each major process **(1/1)**
3. List in order the technical production flow from idea to finished product **(1/1)**
4. Understand RGB color, CMYK/Process color, spot/Pantone Matching System (PMS), and color separation **(3/3)**
5. Demonstrate an understanding of additive and subtractive color, i.e., RGB and CMYK **(1/1)**

Orientation to Production Artist (4 questions)

1. Read and comprehend production information on a job jacket/ticket **(3/3)**
2. Demonstrate knowledge of basic tools, equipment and terminology **(3/3)**
3. Identify the basic elements/principles of graphic design (i.e., line, shape, value, texture, format/balance, emphasis, rhythm, unity) **(2/2)**
4. Identify line art, halftone or color image **(2/2)**
5. Identify continuous tone image **(2/2)**
6. Identify the differences between raster and vector **(2/2)**
7. Explain the difference between word processing, illustration, image editing, and page layout software **(1/2)**
8. Select appropriate software for word processing, illustration, image editing, and page layout **(3/3)**
9. Demonstrate keyboard typing proficiency (35 wpm/90% accuracy) and keyboard shortcuts **(3/2)**
10. Define pre-flighting **(2/2)**

Copyright Laws (4 questions)

1. Demonstrate knowledge of copyright, ethics, and intellectual property rights **(3/3)**
2. Select items that may or may not be copyrighted **(3/3)**
3. Identify elements of the U.S. copyright notice (©, artist name, year) **(3/3)**
4. Identify "fair use" of copyrighted material, both published and electronic **(3/3)**

Basic Math and Measurement Skills (8 questions)

1. Add and subtract decimals **(3/3)**
2. Add and subtract fractions **(3/3)**
3. Convert fractions to decimals and vice versa **(3/3)**
4. Convert feet to inches and vice versa **(3/3)**
5. Convert the printer's point system to inches and vice versa **(3/3)**
6. Identify basic measuring tools and use to accurately measure to 1/16 inch **(3/3)**
7. Use an E-scale to measure picas and points **(3/3)**
8. Measure for reduction and enlargement using various methods to determine percentage setting **(3/3)**
9. Calculate simple percents and discounts **(3/3)**
10. Calculate time and money relating to a production job **(3/3)**

Storage (3 questions)

1. Organize a file management system on the hard drive **(3/3)**
2. Identify various types of removable storage media **(2/2)**
3. Identify web-based file storage/sharing options **(3/3)**
4. Demonstrate an understanding of file formats (.ai; .jpg; .psd; .gif; .tif; .indd; .pdf, etc.), file organization and file naming conventions **(2/3)**
5. Backup files to external storage **(2/3)**
6. Use a file compression utility **(1/2)**

Typography (7 questions)

1. Identify x-height, mean-line, baseline, ascenders, descenders, counter/body, and their roles in measuring and designing with type **(3/2)**
2. Identify lowercase, caps/uppercase, small caps, and ligatures **(3/3)**
3. Identify the basic type styles and their uses **(3/2)**
4. Distinguish between serif and sans serif type styles **(3/2)**
5. Distinguish between display type (headline-above 14 pt.) and body type (text-14 pt. and below) by their point sizes and styles **(3/2)**
6. Define dingbats, bullets, glyphs, rules, and symbols and their uses in publications **(3/2)**
7. Distinguish the type arrangements: flush left–ragged right, flush right–ragged left, centered, justified, widows and orphans **(3/2)**
8. Measure copy/text in points using an E-scale **(3/2)**
9. Distinguish type size, leading, tracking, kerning, horizontal and vertical scaling **(3/2)**
10. Distinguish special characters (i.e., en space, em dashes, first line indent, etc.) and paragraph spacing **(3/2)**

Page Layout (9 questions)

1. Create a mock-up/folding dummy of a project with proper pagination, folds, and guides **(2/2)**
2. Demonstrate a functional knowledge of menus and panels of page layout software **(3/2)**
3. Set-up new document (page size, orientation, pagination, margins, grids, templates, columns, gutter width) according to job specifications **(3/3)**
4. Demonstrate various United States Postal Service (USPS) design constraints and provide resources for more information on USPS requirements. **(2/2)**
5. Enter and import text **(3/2)**
6. Set text through use of character and paragraph formatting **(3/2)**
7. Create and use style sheets **(2/2)**
8. Demonstrate the use of spell checker, digital dictionaries, and automatic hyphenation **(2/2)**

9. Proofread, edit and make corrections/adjustments to copy on screen **(3/3)**

10. Import and create graphic elements **(3/2)**

11. Use, modify, and manipulate text and graphic elements **(3/3)**

12. Link and update graphics **(2/2)**

13. Use screen tints and reverses **(2/2)**

14. Use spot and process color **(2/2)**

15. Demonstrate the proper procedures for printing a proof **(3/23**

16. Export documents as PDFs **(1/3)**

17. Reproduce flyers, brochures and other materials for print **(3/3)**

18. Reproduce forms and technical tabulated documents **(3/3)**

Image Capture (2 questions)

1. Define the difference between raster and vector **(2/2)**

2. Identify basic scanning hardware **(1/1)**

3. Identify basic scanner software, its uses and limitations **(1/1)**

4. Demonstrate appropriate scanner/program operations resolution for line artwork **(1/2)**

5. Demonstrate appropriate scanner/program operations resolution for continuous tone/halftone **(1/2)**

6. Demonstrate saving scanned images into an appropriate file format **(1/2)**

7. Identify basic digital camera hardware **(1/1)**

8. Explain the various components and operations of a digital camera **(1/1)**

9. Demonstrate appropriate digital camera operations for image capture **(1/2)**

10. Identify high/low resolution images **(2/2)**

11. Import digital images from a digital camera into the computer **(1/2)**

12. Explain the basic principle of dot gain and its impact on printed materials **(1/1)**

13. Demonstrate downloading and importing scanned and stock images into a page layout software **(3/3)**

Photo Manipulation for Print (10 questions)

1. Demonstrate a functional knowledge of menus and panels in photo manipulation software **(3/2)**

2. Determine line art, halftone or color image **(3/2)**

3. Scale a raster image using the proper settings in order to maintain the appropriate resolution for print or web **(2/3)**

4. Import and export images of varying formats **(2/2)**
5. Use tools and filters **(3/3)**
6. Create and manipulate selections **(3/3)**
7. Employ masking techniques **(3/3)**
8. Create and manipulate multiple layers **(3/3)**
9. Create drop shadows, special edges, transparent layers, bevels, glows, and collage blends, etc. **(3/3)**
10. Perform photographic color correction using levels/curves **(1/3)**
11. Set white and black points **(3/3)**
12. Restore and retouch photographs **(3/3)**
13. Create duotones/tritones/quadtones **(1/3)**
14. Convert RGB to CMYK/grayscale/indexed color formats **(3/3)**

Digital File Preparation and Output (2 questions)

1. Identify trapping **(1/1)**
2. Define and demonstrate the use of bleed **(2/2)**
3. Define imposition (layout in order after folded and trimmed) **(1/1)**
4. Identify common digital file problems **(2/2)**
5. Convert digital file to appropriate format **(2/3)**
6. Perform printing/separation function **(2/3)**
7. Repurpose files for a print project for use in web design, and demonstrate appropriate file formats for web development **(2/3)**

Sample Questions

_____ 1. Traditional calligraphy looks best on which surface?

    a. brown kraft paper
    b. parchment paper
    c. smooth cover-weight paper
    d. textured drawing paper

_____ 2. A useful way to "toggle" between Pen Tool options and the Direct Selection tool is to:

    a. click on any white space in the art to de-select the art, then select a new tool.
    b. click the anchor point with the "Select" tool in the center anchor and drag it in the direction desired to change the shape of the art.
    c. press [Ctrl] (win) or [Command] (Mac) while the Pen Tool is selected.
    d. use the shortcut, letter "V'" to switch to the "Select" tool [black arrow] then move the handle ends.

_____ 3. What is an important difference between RGB (additive model) and CMYK (subtractive model)?

    a. CMYK shows a wider range of "color space" than RGB
    b. printing proofs are produced with special RGB inks
    c. RGB and CMYK are combined to stimulate "Spot" colors
    d. RGB on monitors simulates the CMYK of color printing

_____ 4. A job ticket is a form that accompanies a print project and typically contains:

    a. contacts, production specifications, and time lines.
    b. custom lists created by the production artist for each job.
    c. diagrams of workflow contacts and project managers.
    d. the client's design brief and foundries for fonts used.

_____ 5. All major page layout software has a function for saving the document while gathering all pertinent objects and placing them into a folder. In Adobe InDesign, what is the path a designer would follow to this function?

    a. File > Export
    b. File > Gather
    c. File > Package
    d. File > Place

6. If a technician is given a digital file with RGB elements, to what format are the elements converted?

   a. CMYK
   b. HSB
   c. Lab Mode
   d. PDF

7. From an 11" x 17" sheet of matte board, what is the maximum number of 3" x 5" pieces that can be cut?

   a. 9
   b. 10
   c. 15
   d. 33

8. A black and white image without variation in grays is known as:

   a. a pencil sketch.
   b. continuous tone.
   c. line art.
   d. vignette.

9. An icon and/or marker that appear on rules and within text to indicate cursor position in the publication window is called a/an:

   a. function box.
   b. insertion point.
   c. rulers.
   d. scroll bars.

10. When designing a one-color logo for an American financial institution, which of the following colors is least appropriate?

    a. blue
    b. green
    c. red
    d. yellow

Sample Questions — Key

1. Traditional calligraphy looks best on which surface?

   a. brown kraft paper   Wrong, but plausible
   b. parchment paper   Correct
   c. smooth cover-weight paper   Wrong, but plausible
   d. textured drawing paper   Wrong, but plausible

2. A useful way to "toggle" between Pen Tool options and the Direct Selection tool is to:

   a. click on any white space in the art to de-select the art, then select   Wrong, but plausible
      a new tool.
   b. click the anchor point with the "Select" tool in the center anchor   Wrong, but plausible
      and drag it in the direction desired to change the shape of the art.
   c. press [Ctrl] (win) or [Command] (Mac) while the Pen Tool is   Correct
      selected.
   d. use the shortcut, letter "V'" to switch to the "Select" tool [black   Wrong, but plausible
      arrow] then move the handle ends.

3. What is an important difference between RGB (additive model) and CMYK (subtractive model)?

   a. CMYK shows a wider range of "color space" than RGB   Wrong, but plausible
   b. printing proofs are produced with special RGB inks   Wrong, but plausible
   c. RGB and CMYK are combined to stimulate "Spot" colors   Wrong, but plausible
   d. RGB on monitors simulates the CMYK of color printing   Correct

4. A job jacket, or job ticket, is a form that accompanies a print project and typically contains:

   a. contacts, production specifications, and time lines.   Correct
   b. custom lists created by the production artist for each job. Wrong, but plausible
   c. diagrams of workflow contacts and project managers.   Wrong, but plausible
   d. the client's design brief and foundries for fonts used.   Wrong, but plausible

5. All major page layout software has a function for saving the document while gathering all pertinent
   objects and placing them into a folder. In Adobe InDesign, what is the path a designer would follow
   to this function?

   a. File > Export   Wrong, but plausible
   b. File > Gather   Wrong, but plausible
   c. File > Package   Correct
   d. File > Place   Wrong, but plausible

6. If a technician is given a digital file with RGB elements, to what format are the elements converted?

   a. CMYK   Correct
   b. HSB   Wrong, but plausible
   c. Lab Mode   Wrong, but plausible
   d. PDF   Wrong, but plausible

7. From an 11" x 17" sheet of matte board, what is the maximum number of 3" x 5" pieces that can be cut?

   a. 9   Wrong, but plausible
   b. 10   Correct
   c. 15   Wrong, but plausible
   d. 33   Wrong, but plausible

8. A black and white image without variation in grays is known as:

   a. a pencil sketch.   Wrong, but plausible
   b. continuous tone.   Wrong, but plausible
   c. line art.   Correct
   d. vignette.   Wrong, but plausible

9. An icon and/or marker that appear on rules and within text to indicate cursor position in the publication window is called a/an

   a. function box.   Wrong, but plausible
   b. insertion point.   Correct
   c. rulers.   Wrong, but plausible
   d. scroll bars.   Wrong, but plausible

10. When designing a one-color logo for an American financial institution, which of the following colors is least appropriate?

   a. blue   Wrong, but plausible
   b. green   Wrong, but plausible
   c. red   Wrong, but plausible
   d. yellow   Correct

Abbreviations, Symbols and Acronyms

The following is a list of abbreviations, symbols, and acronyms used in the Advertising Design study guide and on the Advertising Design tests.

Adobe CS	Adobe Creative Suite	LPI	lines per inch
AWS	advanced work stations and subsystems	MAC	macintosh
		MHz	megahertz
ASCII	American standard code for information interchange	OSHA	Occupational Safety & Health Administration
bmp	bitmap image file	OCR	optical character recognition
LAB	brightness, green-red, yellow blue	PMS	pantone matching system
CPU	central processing unit	PMS	pantone matching system
CD	compact disc	%	percent
ctrl	control	psd	photo shop document
©	copyright	pict	picture file
CMYK	cyan, magenta, yellow, and key (black)	PPI	pixels per inch
		pt.	point
DPA	document printing application	PDF	portable document format
DPI	dots per inch	png	portable network graphics
eps	encapsulated postscript file	lb	pound
xls	excel file format	RAM	random access memory
Gif	graphics interchange format	RIP	raster image processor
HLS	hue, lightness, and saturation	ROM	read only memory
HSB	hue, saturation, and brightness	RGB	red, green, blue
"	inches	SDS	Safety Data Sheets
IT	information technology	SVG	scalable vector graphics
IRS	Internal revenue service	TIFF	tagged image file format
CIE	International Commission on Illumination	™	trademark
		WIN	windows
JPEG	joint photographic experts group	wmf	windows metafile format
JPG	joint photographic group		

Test Taking Strategies

This section of the study guide contains valuable information for testing success and provides a common-sense approach for preparing for and performing well on any test.

General Testing Advice

1. Get a good night's rest the night before the test — eight hours of sleep is recommended.
2. Avoid junk food and "eat right" several days before the test.
3. Do not drink a lot or eat a large meal prior to testing.
4. Be confident in your knowledge and skills!
5. Relax and try to ignore distractions during the test.
6. Focus on the task at hand — taking the test and doing your best!
7. Listen carefully to the instructions provided by the exam proctor. If the instructions are not clear, ask for clarification.

Testing Tips

1. Read the entire question before attempting to answer it.
2. Try to answer the question before reading the choices. Then, read the choices to determine if one matches, or is similar, to your answer.
3. Do not change your answer unless you misread the question or are certain that your first answer is incorrect.
4. Answer questions you know first, so you can spend additional time on the more difficult questions.
5. Check to make sure you have answered every question before you submit the assessment for scoring — unanswered questions are marked incorrect.

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