



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 Personal Qualities and Abilities

- 1 Demonstrate creativity and innovation.
- 2 Demonstrate critical thinking and problem solving.
- 3 Demonstrate initiative and self-direction.
- 4 Demonstrate integrity.
- 5 Demonstrate work ethic.

Demonstrating Interpersonal Skills

- 6 Demonstrate conflict-resolution skills.
- 7 Demonstrate listening and speaking skills.
- 8 Demonstrate respect for diversity.
- 9 Demonstrate customer service skills.
- 10 Collaborate with team members.

Demonstrating Professional Competencies

- 11 Demonstrate big-picture thinking.
- 12 Demonstrate career- and life-management skills.
- 13 Demonstrate continuous learning and adaptability.
- 14 Manage time and resources.
- 15 Demonstrate information-literacy skills.
- 16 Demonstrate an understanding of information security.
- 17 Maintain working knowledge of current information-technology (IT) systems.
- 18 Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.
- 19 Apply mathematical skills to job-specific tasks.
- 20 Demonstrate professionalism.
- 21 Demonstrate reading and writing skills.
- 22 Demonstrate workplace safety.

Examining All Aspects of an Industry

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

Addressing Elements of Student Life

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

Exploring Work-Based Learning

- 35 Identify the types of work-based learning (WBL) opportunities.

- 36 Reflect on lessons learned during the WBL experience.
- 37 Explore career opportunities related to the WBL experience.
- 38 Participate in a WBL experience, when appropriate.

Practicing Lab Safety and Maintenance

- 39 Comply with safety and ergonomic precautions associated with computer use.
- 40 Maintain instruments and equipment.
- 41 Demonstrate safe use of cutting devices.

Demonstrating Fundamental Skills and Techniques

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

Applying Illustration Theory

- 44 Apply fundamental illustration principles.
- 45 Describe the relationship between language and images.
- 46 Translate ideas, text, or narrative into images that communicate to others.
- 47 Use various media for rendering illustrations.
- 48 Complete product illustration.

Working with Typography

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

Applying Computer Skills

- 51 Create page layouts, using page-layout software.
- 52 Create graphics for integration into Web sites.
- 53 Manage electronic images.
- 54 Create a multimedia presentation.
- 55 Create a computer-based animation.
- 56 Generate a storyboard for computer-based animation.

Designing an Advertisement

- 57 Prepare a comprehensive.
- 58 Produce a mock-up/dummy.
- 59 Apply multimedia and social-media design strategies to advertising designs.
- 60 Demonstrate the ability to create a product as part of a project/design team.

Printing an Advertisement

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

Applying Design Skills

- 66 Design an image to send to a professional for screen printing.
- 67 Design a point-of-purchase display.
- 68 Draw and render a technical illustration.
- 69 Produce a package design.

- 70 Produce an exhibition display.
- 71 Apply interactive design strategies.
- 72 Apply industrial design principles.

Practicing Photography

- 73 Research the history of photography.
- 74 Execute a staged photo shoot.
- 75 Enlarge a print digitally.

Developing Employability Skills

- 76 Maintain a portfolio.
- 77 Prepare a self-promotion piece.
- 78 Practice job application and interview skills.

Exploring a Career in Advertising Design

- 79 Identify sources of employment.
- 80 Describe potential barriers to employment.
- 81 Identify opportunities for personal and career growth.
- 82 Describe the significance of technological advances in the advertising design industry.
- 83 Identify opportunities for gaining work experience.

Aaron C. Spence, Ed.D., Superintendent
Virginia Beach City Public Schools
2512 George Mason Drive, Virginia Beach, VA 23456-0038

Produced by the Department of Teaching and Learning.
For further information, please call (757) 263-1070.

Notice of Non-Discrimination Policy

Virginia Beach City Public Schools does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation/gender identity, pregnancy, childbirth or related medical condition, disability, marital status, age, genetic information or veteran status in its programs, activities, employment, or enrollment, and provides equal access to the Boy Scouts and other designated youth groups. School Board policies and regulations (including, but not limited to, Policies 2-33, 4-4, 5-7, 5-19, 5-20, 5-44, 6-33, 6-7, 7-48, 7-49, 7-57 and Regulations 4-4.1, 4-4.2, 5-44.1, 7-11.1, 7-17.1 and 7-57.1) provide equal access to courses, programs, enrollment, counseling services, physical education and athletic, vocational education, instructional materials, extracurricular activities and employment.

Title IX Notice: Complaints or concerns regarding discrimination on the basis of sex or sexual harassment should be addressed to the Title IX Coordinator, at the VBCPS Office of Student Leadership, 641 Carriage Hill Road, Suite 200, Virginia Beach, 23452, (757) 263-2020, Mary.Dees@vbschools.com (student complaints) or the VBCPS Department of School Leadership, 2512 George Mason Drive, Municipal Center, Building 6, Virginia Beach, Virginia, 23456 (757) 263-1088, Elizabeth.Bryant@vbschools.com (employee complaints). Additional information regarding Virginia Beach City Public Schools' policies regarding discrimination on the basis of sex and sexual harassment, as well as the procedures for filing a formal complaint and related grievance processes, can be found in School Board Policy 5-44 and School Board Regulations 5-44.1 (students), School Board Policy 4-4 and School Board Regulation 4-4.3 (employees), and on the School Division's website at [Diversity, Equity and Inclusion/Title IX](#). 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, Plaza Annex/Family and Community Engagement Center, 641 Carriage Hill Road, Suite 200, Virginia Beach, VA 23452.

The School Division is committed to providing educational environments that are free of discrimination, harassment, and bullying. Students, staff, parents/guardians who have concerns about discrimination, harassment, or bullying should contact the school administration at their school. Promptly reporting concerns will allow the school to take appropriate actions to investigate and resolve issues. School Board Policy 5-7 addresses non-discrimination and anti-harassment, Policy 5-44 addresses sexual harassment and discrimination based on sex or gender. Policy 5-36 and its supporting regulations address other forms of harassment.

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.

vbschools.com
your virtual link to Hampton Roads' largest school system



No part of this publication may be produced or shared in any form without giving specific credit to Virginia Beach City Public Schools.

August 2021