



# COMMERCIAL & ADVERTISING ART

A 180-DAY PRE-COLLEGE COURSE IN ADVERTISING & DESIGN



# What is Commercial Art?

**Definition:** *"Any art – illustration, design, imagery or graphic messaging – used for commercial purposes"*





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Distance  
& J...



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**What kind of work  
does it prepare you for?**



exhibit designer  
interactive designer  
graphic designer  
architect  
product designer  
fashion designer  
illustrator  
animator  
art director  
interior designer



# Program Goals

- ✦ Instruct students on foundation skills.
- ✦ Bring awareness to career opportunities.
- ✦ Prepare students for continued education.



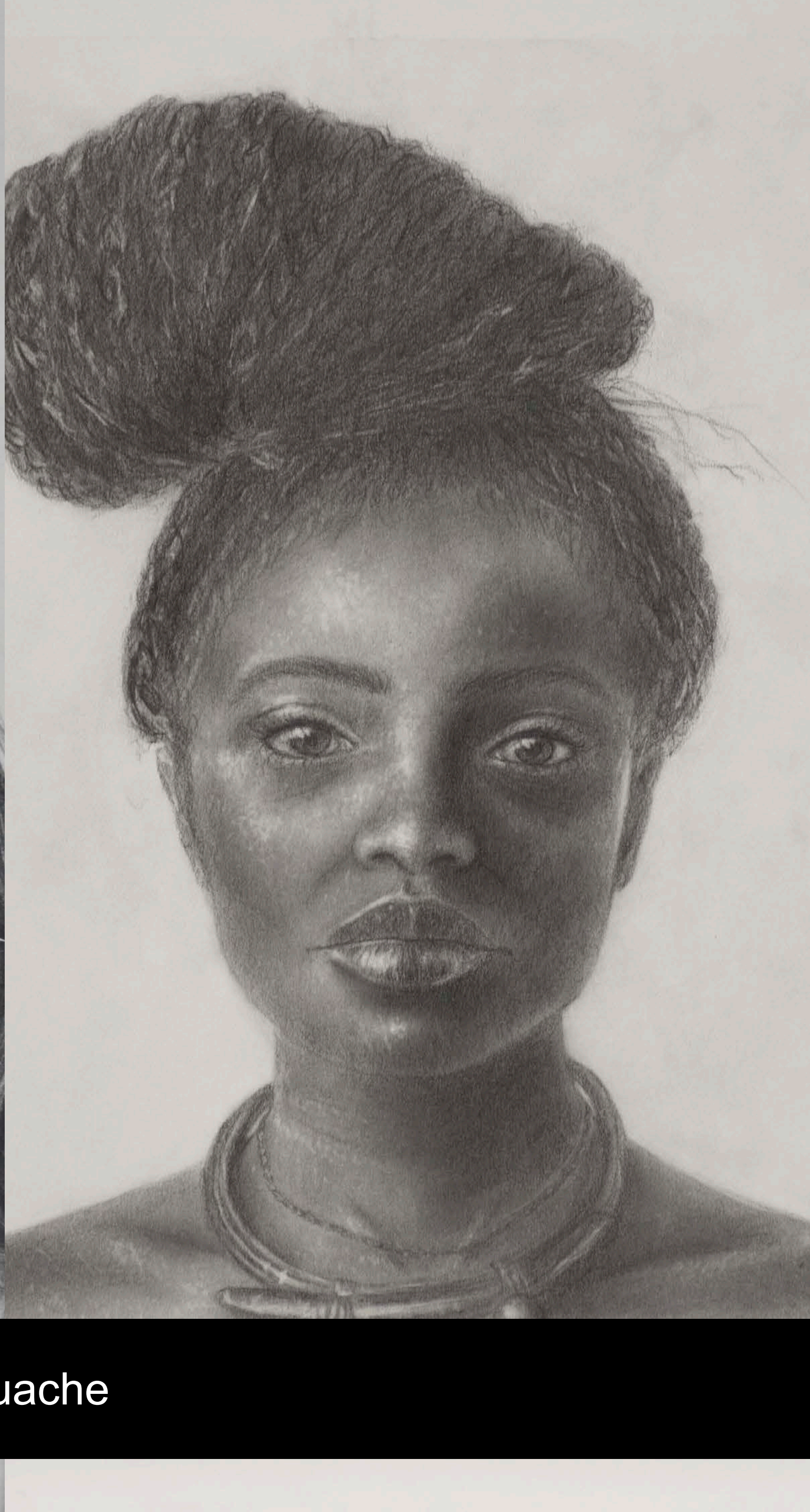
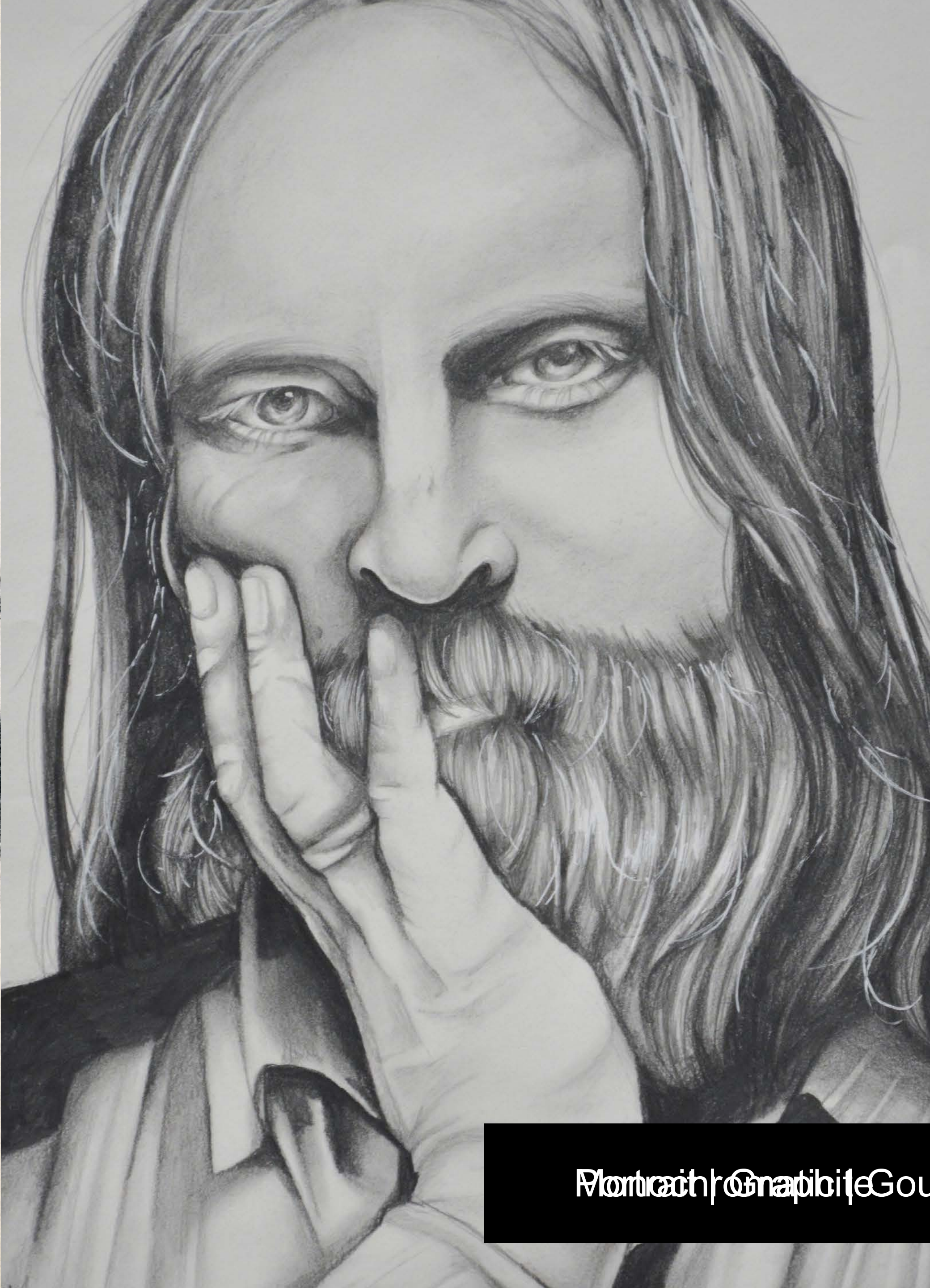
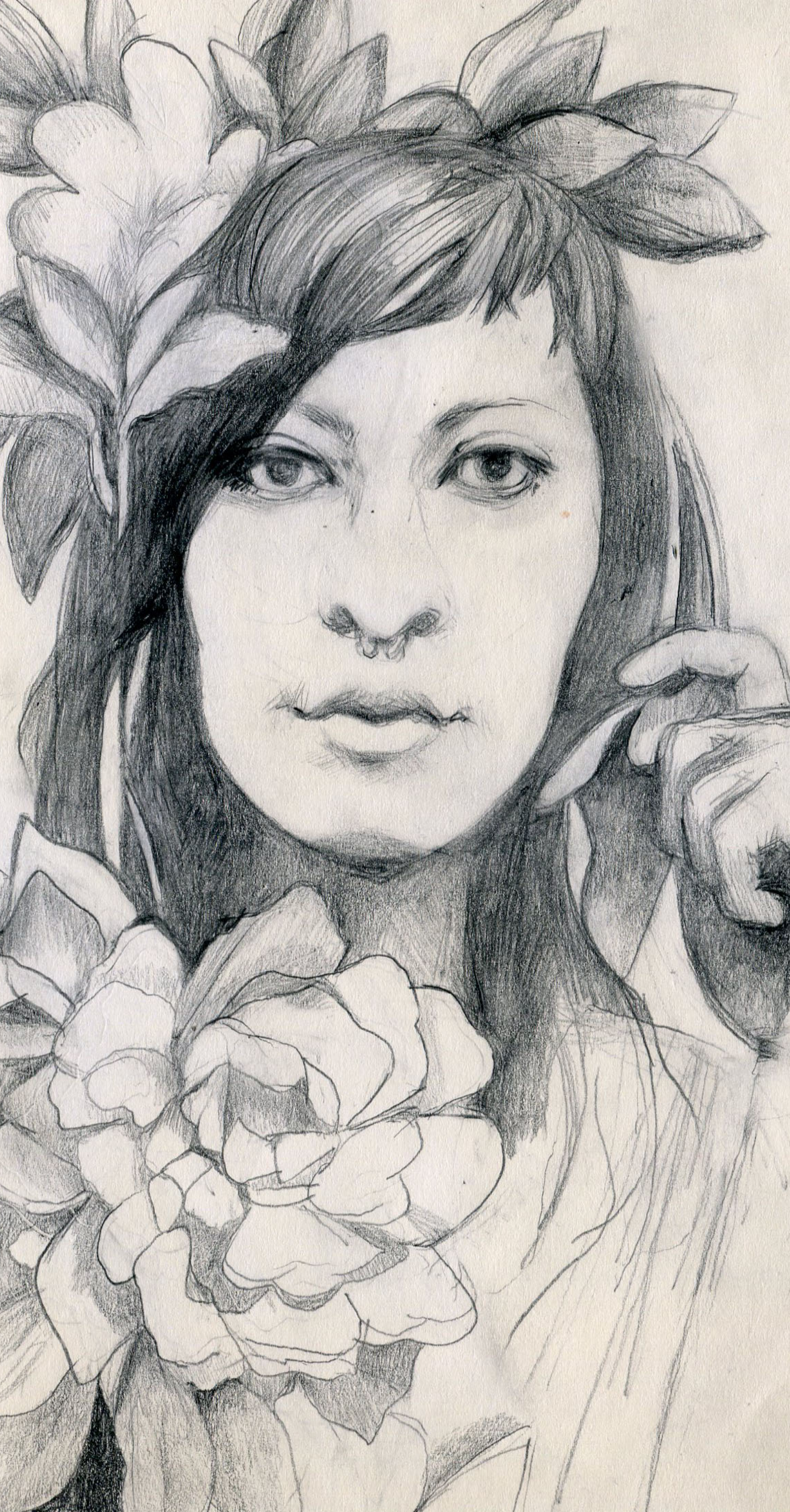
Post-Secondary Education  
is the anticipated route for graduates.

But everyone is welcome :)



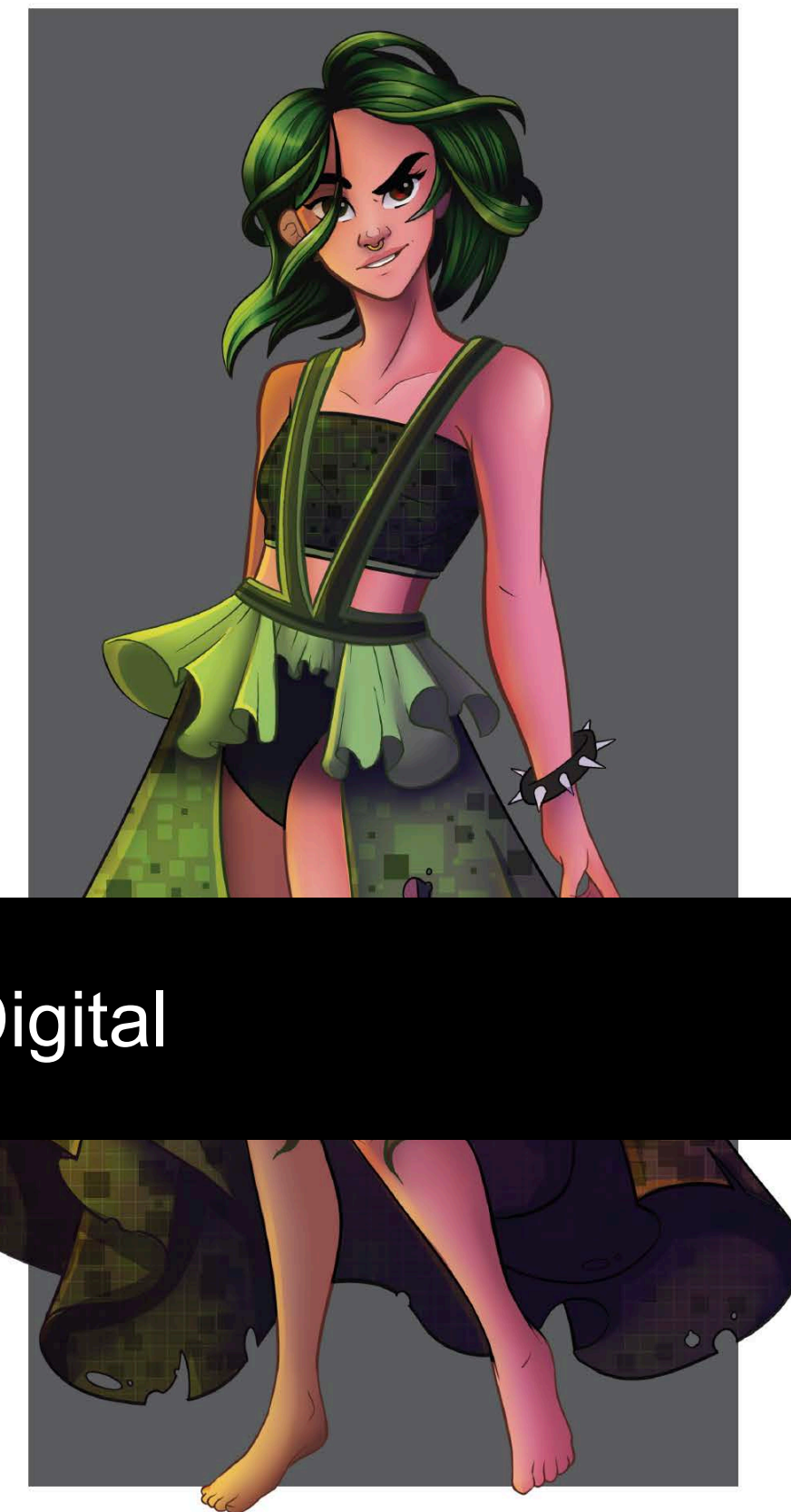
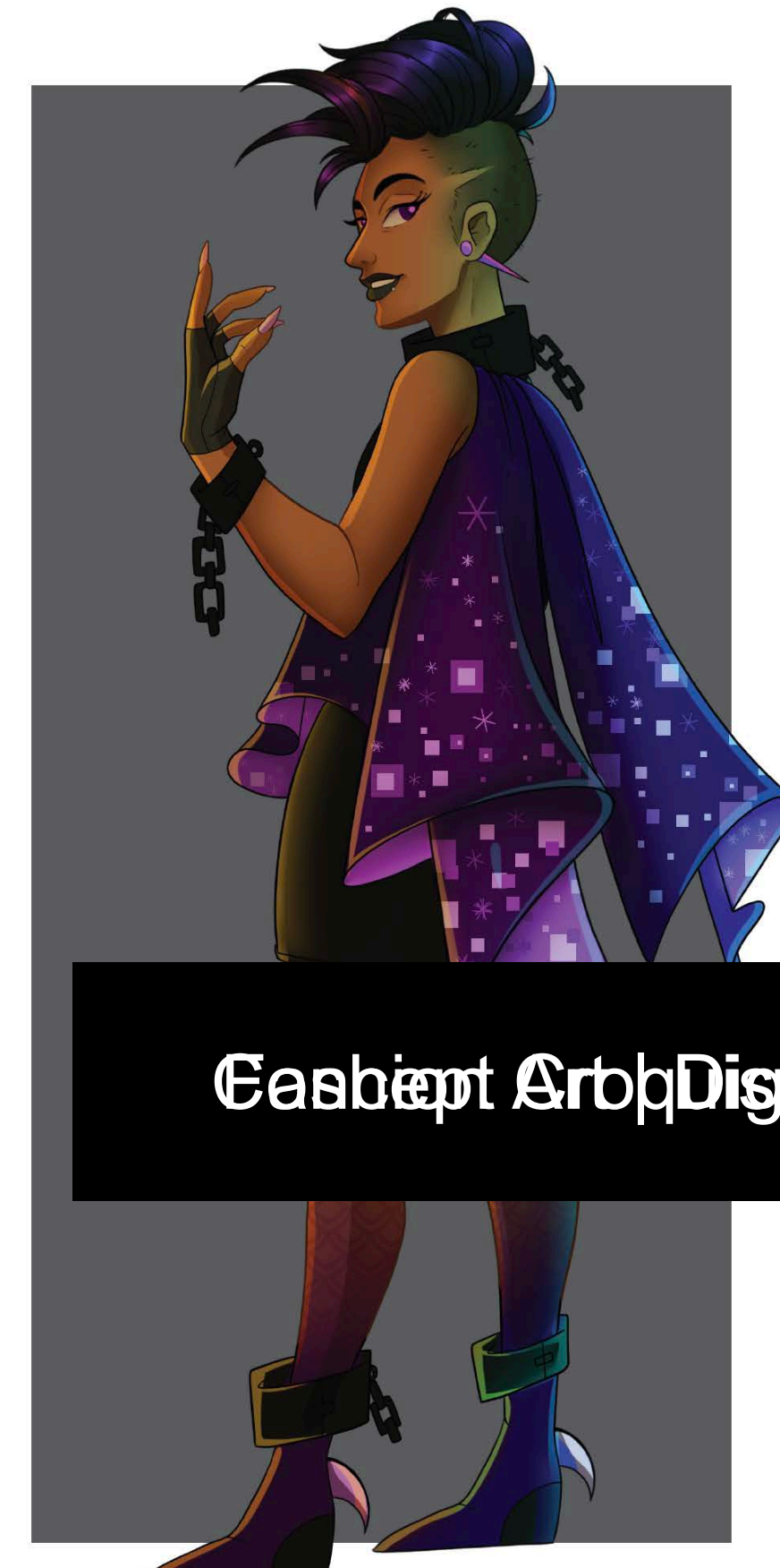
**What kind of projects  
do we work on?**





Portrait of a woman  
Portrait of a man  
Portrait of a woman





Eastport Art Digital





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Skill development revolves around a wide variety of projects with real-world application.



# Syllabus maps out the course

## COMMERCIAL ART PROGRAM SYLLABUS

### 1 ORIENTATION & SAFETY

- PA103 Identify school rules, regulations, & attendance requirements. Recognize school layout & evacuation procedures.
- PA101 Identify general course objectives, resources & grading procedure.
- PA206 Demonstrate knowledge of MSDS.
- PA203 Demonstrate safe practices when using & maintaining hand tools.
- PA205 Demonstrate safe cutting procedures.
- PA103 Perform basic measurements.
- PA903 Time management.

### 2 COLOR THEORY & APPLICATION

- PA401 Recognize the basic theories of color (schemes, hue, value, intensity). Complete a color wheel.
- PA401 Complete a tint/shade/toner value chart.
- PA402 Produce a monochromatic portrait using a grid scale.
- PA403 Identify the difference between additive & subtractive color models.
- PA906 Participate in class critique.

### 3 BASIC DRAWING & SCALING

- PA302 Sketch the 3 basic drawing shapes - square, circle, triangle.
- PA302 Draw from observation showing local value, texture and light source.
- PA802 Set up a simple tabletop for a product shoot.
- PA803, 4 Compose & shoot the product demonstrating basic use of lighting & stabilization.
- PA303 Complete 4 product illustrations (contour, stippling, cross-hatch & full value).

### 4 WORK & THE PROCESS OF CREATIVITY

- PA101 Demonstrate knowledge of agency organization.
- PA102 Identify career paths/occupational requirements within design & related industries.
- PA604 Execute the creative process: Thumbnails, Roughs and Comprehensives.
- PA603 Working from a creative brief, design an ad.

### 5 ORAL PRESENTATION

- PA902 Demonstrate research and organizational skills.
- PA204 Safely operate media presentation equipment & software.

### 6 INTRO TO DIGITAL TOOLS & CORPORATE ID

- PA203 Develop 6 thumbnail sketches for a real or fictitious company.
- PA605 Design a logo using Adobe Illustrator®.
- PA203 Demonstrate all digital procedures for setting up a business card.
- PA202 Demonstrate safe practices when using hardware & software.
- PA203 Complete a corporate identity panel for presentation and critique.
- PA602 Understand the basic elements and principles of design.

### 7 HISTORY OF ADVERTISING & DESIGN

- PA601 Recognize the basic history of advertising & creative media.
- PA907 Identify the key moments & players involved in the digital revolution.

### 8 TYPOGRAPHY & LETTERFORMS

- PA701 Identify basic anatomy & classification of type.
- PA702, 3 Identify type styles & space manipulation concepts through formatting.
- PA702 Demonstrate how to measure type, strokes and design elements.
- PA501, 9 Scan an image, scale to production size and print.
- PA203 Demonstrate the outline & fill technique by creating b/w nameplate.
- PA204 Design a logo in both black and white and in full color.

### 9 GREETING CARD PROJECT

- PA104 Identify how copyright law apply to visual & digital communications.
- PA503 Create traditional/digital cover illustration & design greeting card.

### 10 OUTDOOR BILLBOARD DESIGN

- PA604 Create 6 different pencil thumbnails and select a concept.
- PA204 Demonstrate how to download and manipulate digital images.
- PA805 Using professional templates and downloaded images, create a digital comp.
- PA608 From the comp, create 3 separate executions as a complete outdoor campaign.
- PA906 Print and mount for presentation and critique.

### 11 PORTFOLIO PREPARATION

- PA101 Line up an interview with college, art school or job source.
- PA901 Gather 8 - 12 of your best projects and organize a traditional show order.
- PA905 Repurpose your work digitally, remount & matt for presentation.
- PA906 Explain how each project was completed (Knowledge/Techniques/Production).

### 12 SIX PANEL BROCHURE & MAGAZINE AD

- PA604 Create 3 dimensional thumbnails of the brochure layout.
- PA604 Create a measured, tri-fold digital comp (copy/images FPO).
- PA608 Complete all brochure panels and required elements digitally.
- PA607 Print, trim & mock-up brochure for presentation.
- PA609 Pre-flight and package files for printing.
- PA611 Design a full page magazine ad with appropriate printer's marks.

### 13 FIGURE DRAWING & FASHION CROQUIS

- PA304 Illustrate knowledge of anatomy by rendering a human in proper proportion.
- PA305 Create 2 portraits (one in color, another pencil) using the scaling technique.
- PA301 Scan & correct one of the portraits and create a poster for a gallery exhibition.
- PA304 Using the model created, render a figure and design all clothing and accessories.
- PA506 Complete a 3 piece display of traditional croquis.

### 14 RESUMES, PERSONAL BRANDING & INTERVIEWS

- PA704 Create a resume for visually creative employment.
- PA204 Develop a personal logo and design a business card unified with resume.
- PA103 Participate in mock interviews.

### 15 3D PACKAGE DESIGN & PRODUCTION

- PA604 Create 6 thumbnail sketches (indicating dimension) of the package.
- PA204 Design a measured, white working prototype.
- PA203 Illustrate a die line using a vector-based application.
- PA204 Design all graphic elements using appropriate Adobe® applications.
- PA606 Produce a final color prototype for presentation.
- PA610 Generate color separations for the final design.

### 16 GRAPHIC ILLUSTRATION & BOOK JACKET DESIGN

- PA604 Create 6 thumbnail sketches for a selected book cover design.
- PA204 Create a color comp for one design using markers and pencils.
- PA306 Illustrate the cover illustration, either digitally or traditionally.
- PA504 Complete a final layout using pro design/layout applications.
- PA611 Create a print-ready file including bleeds and proper printer's marks.

### 17 PERSPECTIVE DRAWING

- PA203 Recognize the basic principles behind perspective drawing.
- PA204 Create hand drawn sketches of a house.
- PA303 Illustrate (in pencil) floor plan and elevations (in scale).
- PA301 Produce perspective illustration, enlarge and create master tissue.
- PA303 Ink house illustration and redraw elevations/floor plan with Illustrator®.
- PA608 Create a promotional piece using the illustration.

### 18 MOVIE POSTER & ONLINE ADS

- PA604 Create 6 unique thumbnails of the poster.
- PA511 Illustrate all elements traditionally/digitally.
- PA504 Complete the poster using professional page-layout software.
- PA604 Create three thumbnails for an online ad repurposing the poster elements.
- PA508 Complete the ad using a raster-based app to spec.

### 19 STORYBOOK/EDITORIAL ILLUSTRATION

- PA103 Read a short story, novel or feature article.
- PA604 Create thumbnail sketches for illustration.
- PA306 Render finished illustrations in color (with master tissues) on illustration board.
- PA504 Layout page(s) as single or double-page spread using Adobe InDesign®.
- PA608 Create a social media web page in Photoshop® announcing release of the book.

### 20 12 PAGE BROCHURE

- PA604 Create necessary thumbnails in proper proportion.
- PA604 Create a 25% thumbnailed working dummy of the brochure.
- PA604 Create a measured, 8 page digital comp (copy/images FPO).
- PA510 Complete brochure digitally using appropriate Adobe® applications.
- PA607 Print, dummy, stitch and trim for presentation and critique.

### 21 RESPONSIVE WEB DESIGN

- PA103 Design a site map for a real or fictitious entity.
- PA604 Create 6 pencil thumbnails of the initial project homepage.
- PA512 Render project homepage (and all required elements) using Photoshop®.
- PA508 Render Responsive Design for desktop, tablet and smart phone.
- PA906 Print and mount for presentation and critique.

### 22 3D CHARACTER DESIGN (MAQUETTES)

- PA304 Sketch a figure in proper proportion.
- PA302 Design all elements of the character.
- PA203 Create a working armature and secure to a base.
- PA204 Sculpt, cure and paint the finished maquette.

### 23 PORTFOLIO REFRESH

- PA907 Explore industry trends in automation, presentation & mock-up.
- PA901 Repurpose your work digitally, remount & matt if necessary for presentation.
- PA905 Revisit portfolio and assemble 10-12 samples of your best work.
- PA906 Place in show order. Select one project with connecting points. Share in group critique.

### MATH DISCLOSURE

All projects require routine performance of measurement, percentages, fractions, addition, subtraction, multiplication and division. Familiarity with these operations are required for students to successfully learn how to use graphic rulers, proportion scales, tri-scales and Pantone® color guides.

2024-25

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Due to live work (design services performed for the school or community) or additional exercises to meet program requirements, this syllabus is subject to change without notice at the discretion of the instructor.  
NUMBERED TASKS USING THIS COLOR correlate with the Pennsylvania State Program of Study Task List - 100% of all tasks are delivered instructionally before the NOCTI EXAM, but students may receive a higher task grade later, as many duplicates.

Students are required to complete all items of the course syllabus.





180  
DAYS



# Grading Procedure



Knowledge



Skills

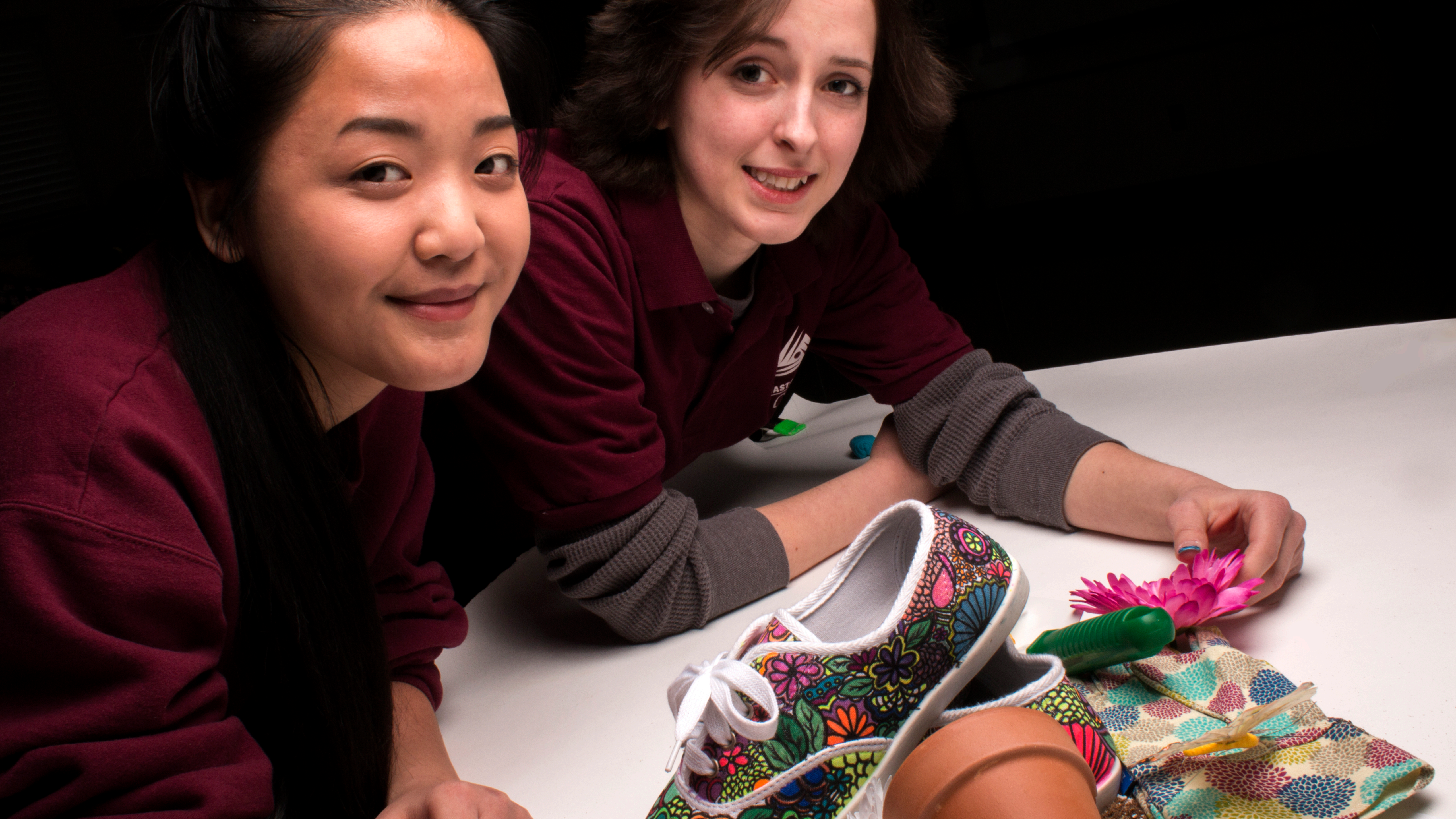


Daily Score (Work Ethic)



***Employability*** – driven by your  
*Daily Score* – plays largest  
role in success.











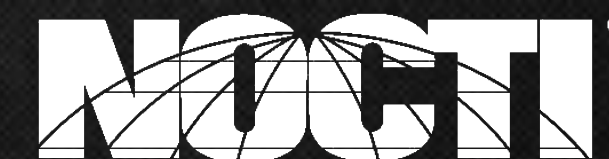
**A few things  
you need to know.**



# National Skills Certification

- ✦ NOCTI testing is in early April.
- ✦ Must receive "Competent" or "Advanced" for PA & CTC Certificate.
- ✦ Colleges may use for placement.

National Occupational Competency Testing Institute. For more information visit [www.nocti.org](http://www.nocti.org)





# Dress Code

- ✦ Wear ONLY the required uniform.
- ✦ Jewelry and hair is student choice.
- ✦ No awkward & unprofessional accessories like headphones, ears, tails, gloves or plushies.  
*(Did I really just have to say that, lol?)*



# Public Speaking Experiences

- ✦ Required oral assignments throughout year (presentations, critiques).
- ✦ No accommodations for these experiences.
- ✦ Prepare students to present & discuss in a professional environment.





# Guidance & Counseling

- ✦ Assist students with occupational decisions.
- ✦ Post-secondary educational plans/scholarships.
- ✦ Personal difficulties & private counseling.



# Learning Support

Learning Facilitators from IU#13 are on campus full-time for students with IEPs/GIEPs.





# Art Kits

- ✦ Each students has own set of tools.
- ✦ Learn to use and care for them.
- ✦ Cost is \$450, but CTC currently pays for it.



**totally *awesome***  
**environment**







# What's my phone policy?

Simple. No phones in the lab :)





- ✦ National student organization.
- ✦ Only for Vocational Institutions.
- ✦ Opportunities only for members.
- ✦ All students are required to participate.







# National Technical Honor Society®

- ✦ Membership for students with 3.00 GPA.
- ✦ Require community service projects & academic achievement.
- ✦ Offers unique opportunities to members.









- ✦ Professional development
- ✦ Independent computer-based modules.
- ✦ Employability skills, digital ethics, OSHA.
- ✦ Completion required by PA Dept. of Ed.









**fun too :)**





# Last Thoughts

- ✦ Volunteer Program. *You* choose to be here.
- ✦ Promote Professionalism with a real world spin.
- ✦ Job opportunities with hard work and talent.
- ✦ Excellent foundation for college or trade school.





Think. Practice. Grow.





Questions?