Florida Department of Education
Student Performance Standards

Course Title: Commercial Art Technology 1
Course Number: 8718010
Course Credit: 1

Course Description:

This course is designed to provide instruction in the basics of commercial art.

Abbreviations:
FS-M/LA = Florida Standards for Math/Language Arts
NGSSS-Sci = Next Generation Sunshine State Standards for Science

Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
04.0 Demonstrate basic commercial art knowledge--The student will be able to:		
04.01 Take notes, listen and comply with instructions.		
04.02 Read instructions thoroughly.		
04.03 Request clarification of instructions (ask questions).		
04.04 Relay instructions to others orally and in writing.		
04.05 Define and explain commercial art terms.		
04.06 Document job tasks, costs and maintain records.		
04.07 Make project presentations.		
04.08 Interact with the employer, fellow employees and customers.		
16.0 Demonstrate appropriate math skills--The student will be able to:		
16.01 Solve problems for volume, weight, area, circumference and perimeter measurements for rectangles, squares, and cylinders.		
16.02 Measure tolerance(s) on horizontal and vertical surfaces using millimeters, centimeters, feet and inches.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
16.03 Add, subtract, multiply and divide using fractions, decimals, and whole numbers.		
16.04 Determine the correct purchase price, to include sales tax for a materials list containing a minimum of six items.		
16.05 Demonstrate an understanding of federal, state and local taxes and their computation.		

Florida Department of Education
Student Performance Standards

Course Title: **Commercial Art Technology 2**
Course Number: **8718020**
Course Credit: **1**

Course Description:

This course is designed to provide instruction in graphic production and basic science as it applies to commercial art.

Abbreviations:
FS-M/LA = Florida Standards for Math/Language Arts
NGSSS-Sci = Next Generation Sunshine State Standards for Science

Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
05.0 Demonstrate proficiency in graphic production--The student will be able to:		
05.01 Define the differences in production processes and estimate relative costs.		
05.02 Recognize limitations for printing.		
05.03 Identify and select different printing surfaces.		
05.04 Identify and select appropriate printing inks.		
05.05 Identify and select finishing processes.		
05.06 Identify standard industry material sizes.		
05.07 Specify types of folds.		
15.0 Demonstrate appropriate communication skills--The student will be able to:		
15.01 Write logical and understandable statements, or phrases, to accurately fill out forms/invoices commonly used in business and industry.		
15.02 Read and understand graphs, charts, diagrams, and tables commonly used in this industry/occupation area.		
15.03 Read and follow written and oral instructions.		

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
	15.04 Answer and ask questions coherently and concisely.		
	15.05 Read critically by recognizing assumptions and implications and by evaluating ideas.		
	15.06 Demonstrate appropriate telephone/communication skills.		
17.0	Demonstrate appropriate understanding of basic science--The student will be able to:		
	17.01 Understand molecular action as a result of temperature extremes, chemical reaction, and moisture content.		
	17.02 Draw conclusions or make inferences from data.		
	17.03 Identify health-related problems, which may result from exposure to work related chemicals and hazardous materials, and know the proper precautions required for handling such materials.		
	17.04 Understand pressure measurement in terms of PSI, inches of mercury, and KPA.		

**Florida Department of Education
Student Performance Standards**

Course Title: **Commercial Art Technology 3**
Course Number: **8718030**
Course Credit: **1**

Course Description:

This course is designed to provide instruction in computer applications for commercial art and employability skills.

Abbreviations:
FS-M/LA = Florida Standards for Math/Language Arts
NGSSS-Sci = Next Generation Sunshine State Standards for Science

Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
13.0 Demonstrate proficiency in graphic art computer skills--The student will be able to:		
13.01 Demonstrate graphic art computer skills using appropriate graphic art programs and hardware.		
13.02 Use software and hardware to manipulate and adjust various drawings, pictures and graphic material by computer.		
13.03 Produce finished computer projects reflecting current computer graphic art technology.		
13.04 Operate various scanners and input devices for computer graphics.		
21.0 Demonstrate employability skills--The student will be able to:		
21.01 Conduct a job search.		
21.02 Secure information about a job.		
21.03 Identify documents, which may be required when applying for a job.		
21.04 Complete a job application form correctly.		
21.05 Demonstrate competence in job interview techniques.		
21.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor or other employees.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
21.07 Identify and adopt acceptable work habits.		
21.08 Demonstrate knowledge of how to make job changes appropriately.		
21.09 Demonstrate acceptable employee health habits.		
21.10 Demonstrate knowledge of the "Right-To-Know Law".		

**Florida Department of Education
Student Performance Standards**

Course Title: **Commercial Art Technology 4**
Course Number: **8718040**
Course Credit: **1**

Course Description:

This course is designed to provide instruction in design skills and typography.

Abbreviations:
FS-M/LA = Florida Standards for Math/Language Arts
NGSSS-Sci = Next Generation Sunshine State Standards for Science

Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
07.0 Demonstrate proficiency in design skills--The student will be able to:		
07.01 Explain proper use and care of tools.		
07.02 Apply principles and elements of design.		
07.03 Apply color theory (pigment versus light).		
07.04 Utilize tones, hues and values.		
07.05 Sketch designs using pencil and ink.		
07.06 Paint freehand or within sketched designs using mixed colors or apply colors to produce desired shades.		
07.07 Apply color for impact (color psychology).		
07.08 Differentiate between line halftone, duotone and four-color process.		
07.09 Demonstrate balance in design.		
07.10 Demonstrate designs with symmetry and asymmetry.		
07.11 Develop grids for layouts of magazine pages, ads, etc.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
07.12 Paint decorative freehand designs and objects.		
07.13 Use palette knife or brush to mix colors.		
07.14 Create designs by stripping.		
07.15 Demonstrate harmony and contrast of line and shape.		
07.16 Demonstrate harmony and contrast of color and tone.		
07.17 Demonstrate harmony and contrast of proportion.		
07.18 Demonstrate harmony and contrast of texture pattern.		
07.19 Demonstrate harmony and contrast of motion.		
07.20 Indicate style appropriate to desired impact.		
07.21 Make a collage.		
09.0 Demonstrate an understanding of typography--The student will be able to:		
09.01 Explain proper use, care and cleaning of equipment.		
09.02 Identify and select typography materials.		
09.03 Define typographic terms, including leading and kerning.		
09.04 Identify and select typographic methods.		
09.05 Demonstrate the ability to proofread and use proofreaders' marks.		
09.06 Explain picas, points and conversion to inches.		
09.07 Explain specification of type and copy fitting.		
09.08 Identify and select typographic styles.		
09.09 Define basic letter structures.		
09.10 Demonstrate mixing of families of type.		

Florida Department of Education
Student Performance Standards

Course Title: **Commercial Art Technology 5**
Course Number: **8718050**
Course Credit: **1**

Course Description:

This course is designed to provide instruction in layout, paste-up and applied design techniques.

Abbreviations:
FS-M/LA = Florida Standards for Math/Language Arts
NGSSS-Sci = Next Generation Sunshine State Standards for Science

Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
10.0 Demonstrate proficiency in layout and paste-up--The student will be able to:		
10.01 Explain proper use and care of tools.		
10.02 Identify parts of a layout.		
10.03 Utilize Amberlith, Rubylith, screens, overlays and register marks.		
10.04 Make thumbnail sketch pencil layouts.		
10.05 Prepare comprehensives from pencil layouts.		
10.06 Prepare camera-ready mechanicals from comprehensives.		
10.07 Prepare specific forms of instruction on mechanicals for presentations and for a printer.		
10.08 Crop and scale artwork ardor photos for layouts.		
10.09 Demonstrate enlarging or reducing with a grid, proportion wheel and other methods.		
10.10 Make a color separation with overlays.		
10.11 Demonstrate various ruling techniques.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
10.12 Demonstrate the uses of different adhesives.		
10.13 Specify the use of halftones or special effects.		
10.14 Explain layout and color trends.		
12.0 Demonstrate proficiency in applied design--The student will be able to:		
12.01 Locate and identify resource materials and develop a morgue.		
12.02 Design logos.		
12.03 Design stationery layouts.		
12.04 Design a magazine/book cover or record jacket.		
12.05 Design an ad campaign that includes newspapers, magazines and billboards.		
12.06 Design a greeting card.		
12.07 Design a business card.		
12.08 Apply advertising psychology.		
12.09 Produce an industrial brochure.		
12.10 Design a consumer brochure.		
12.11 Construct a package design.		
12.12 Produce TV story boards.		
12.13 Develop a square and half-drop repeat design.		
12.14 Produce computer-assisted artwork. (optional)		

Florida Department of Education
Student Performance Standards

Course Title: **Commercial Art Technology 6**
Course Number: **8718060**
Course Credit: **1**

Course Description:

This course is designed to provide instruction in computer skills and application.

Abbreviations:
FS-M/LA = Florida Standards for Math/Language Arts
NGSSS-Sci = Next Generation Sunshine State Standards for Science

Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
13.0 Demonstrate proficiency in graphic art computer skills--The student will be able to:		
13.01 Demonstrate graphic art computer skills using appropriate graphic art programs and hardware.		
13.02 Use software and hardware to manipulate and adjust various drawings, pictures and graphic material by computer.		
13.03 Produce finished computer projects reflecting current computer graphic art technology.		
13.04 Operate various scanners and input devices for computer graphics.		

Florida Department of Education
Student Performance Standards

Course Title: **Commercial Art Technology 7**
Course Number: **8718070**
Course Credit: **1**

Course Description:

This course is designed to provide instruction in technical art skills and proficiency in illustration skills.

Abbreviations:
FS-M/LA = Florida Standards for Math/Language Arts
NGSSS-Sci = Next Generation Sunshine State Standards for Science

Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
06.0 Demonstrate proficiency in technical art skills--The student will be able to:		
06.01 Explain care and respect for all tools and equipment.		
06.02 Make computations for centering, spacing and scaling drawings.		
06.03 Draw on various types of drafting media.		
06.04 Interpret information from drawings, prints and sketches.		
06.05 Draw freehand sketches.		
06.06 Draw auxiliary views.		
06.07 Draw a one and two point perspective.		
06.08 Make corrections on a drawing.		
06.09 Draw in ink on a variety of surfaces.		
06.10 Develop a glossary of technical terms.		
11.0 Demonstrate proficiency in illustration skills--The student will be able to:		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
11.01 Explain proper use and care of tools.		
11.02 Demonstrate elementary anatomy drawing skills.		
11.03 Illustrate using ink, pencil, washes, markers, tempera, watercolor and paints.		
11.04 Demonstrate renderings of different textures using the above media.		
11.05 Make illustrations using various subjects.		
11.06 Make a montage illustration.		
11.07 Draw a cartoon.		

Florida Department of Education
Student Performance Standards

Course Title: **Commercial Art Technology 8**
Course Number: **8718080**
Course Credit: **1**

Course Description:

This course is designed to provide instruction in graphic art computer skills and airbrush skills for the illustrator.

Abbreviations:
FS-M/LA = Florida Standards for Math/Language Arts
NGSSS-Sci = Next Generation Sunshine State Standards for Science

Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
13.0 Demonstrate proficiency in graphic art computer skills--The student will be able to:		
13.01 Demonstrate graphic art computer skills using appropriate graphic art programs and hardware.		
13.02 Use software and hardware to manipulate and adjust various drawings, pictures and graphic material by computer.		
13.03 Produce finished computer projects reflecting current computer graphic art technology.		
13.04 Operate various scanners and input devices for computer graphics.		
14.0 Demonstrate proficiency in airbrush skills--The student will be able to:		
14.01 Explain proper use and care of tools.		
14.02 Identify airbrush parts.		
14.03 Perform airbrush exercises: dots, lines and graded shadings.		
14.04 Select appropriate surfaces and painting materials.		
14.05 Define the use of masking materials.		
14.06 Airbrush a painting using masks or brushes.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
14.07 Airbrush geometric shapes.		
14.08 Airbrush freehand painting.		
14.09 Airbrush an illustration of a product.		
14.10 Retouch photos.		

Florida Department of Education
Student Performance Standards

Course Title: **Commercial Art Technology 9**
Course Number: **8718090**
Course Credit: **1**

Course Description:

This course is designed to provide instruction in technical art skills for the print media artist.

Abbreviations:
FS-M/LA = Florida Standards for Math/Language Arts
NGSSS-Sci = Next Generation Sunshine State Standards for Science

Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
06.0 Demonstrate proficiency in technical art skills--The student will be able to:		
06.01 Analyze an object to determine size and shape.		
06.02 Draw an oblique drawing.		
06.03 Draw an isometric drawing.		
06.04 Read and interpret technical charts, graphs and diagrams.		
06.05 Evaluate a drawing.		
06.06 Make an orthographic drawing using a Computer-Assisted Drafting (CAD) system as an individual or team member.		
06.07 Make a print on a plotter.		
08.0 Demonstrate proficiency in lettering skills--The student will be able to:		
08.01 Demonstrate use and care of tools, lettering pens, T-squares and triangles.		
08.02 Identify and select lettering styles.		
08.03 Perform and use pen, brush, pencil and Leroy lettering.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
08.04 Utilize guidelines, margins and spacing for layouts.		
08.05 Paint or draw precise lettering for reproduction.		
08.06 Utilize various types of prepared lettering processes.		
08.07 Produce a sign on poster board.		
08.08 Determine and select lettering styles for layout sketches.		
08.09 Illuminate a certificate.		

Florida Department of Education
Student Performance Standards

Course Title: **Commercial Art Technology 10**
Course Number: **8718091**
Course Credit: **1**

Course Description:

This course is designed to provide instruction in computer skills and application for the print media artist and an overview of free enterprise.

Abbreviations:
FS-M/LA = Florida Standards for Math/Language Arts
NGSSS-Sci = Next Generation Sunshine State Standards for Science

Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
13.0 Demonstrate proficiency in graphic art computer skills--The student will be able to:		
13.01 Demonstrate graphic art computer skills using appropriate graphic art programs and hardware.		
13.02 Use software and hardware to manipulate and adjust various drawings, pictures and graphic material by computer.		
13.03 Produce finished computer projects reflecting current computer graphic art technology.		
13.04 Operate various scanners and input devices for computer graphics.		
22.0 Demonstrate an understanding of entrepreneurship--The student will be able to:		
22.01 Define entrepreneurship.		
22.02 Describe the importance of entrepreneurship to the American economy.		
22.03 List the advantages and disadvantages of business ownership.		
22.04 Identify the risks involved in ownership of a business.		
22.05 Identify the necessary personal characteristics of a successful entrepreneur.		
22.06 Identify the business skills needed to operate a small business efficiently and effectively.		