

Student Name:

District:

Grade:



Skill Alignment Chart  
Advertising Art & Design Technology – CIP Code: 50.0402

BCTC West Campus

Program Highlights	Notes
<p><b>Program Safety &amp; Physical Considerations</b></p> <ul style="list-style-type: none"><li>• Ability to work independently</li><li>• Depth perception</li><li>• Manual Dexterity</li><li>• Self-discipline/Self-Control</li><li>• Eye/hand coordination</li><li>• Stamina (ability to sit at work station for extended periods of time)</li><li>• Visual acuity</li></ul>	
<p><b>Certifications</b></p> <ul style="list-style-type: none"><li>• Photoshop</li><li>• Illustrator</li><li>• In-Design</li></ul>	
<p><b>Reading and Language Arts</b></p> <ul style="list-style-type: none"><li>• College Level</li><li>• Industry Based Writing (Proposals/Reports)</li><li>• Creative Writing</li></ul>	

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Program Highlights	Notes
<b>Math Levels</b> <ul style="list-style-type: none"><li>• Addition, subtraction, multiplication, division, read a ruler, manipulate, fractions, decimals, percentages, and ratio and proportion</li></ul>	
<b>Lecture Time</b> <ul style="list-style-type: none"><li>• 1 hour per day</li></ul>	
<b>Homework</b> <ul style="list-style-type: none"><li>• Drawing/writing assignments</li><li>• Reading Assignments</li></ul>	
<b>Tasks Per Week</b> <ul style="list-style-type: none"><li>• 2 tasks per week</li></ul>	
<b>Study &amp; Other Skills</b> <ul style="list-style-type: none"><li>• Ability to meet deadlines</li><li>• Computer background</li><li>• Drawing ability</li><li>• Eye/hand coordination</li><li>• Time management</li><li>• Artistic "eye" Aptitude</li><li>• Cooperative/teamwork</li><li>• Able to take constructive criticism</li></ul>	