

**Adapted CTE Course Blueprint for  
IA13 PRINT ADVERTISING AND DESIGN**

(Recommended hours of instruction: 135 or 150 minimum)

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	RBT Designation
1	2	3	4
	<b>Total Course Weight</b>	<b>100%</b>	
<b>A</b>	<b>ADVERTISING AND DESIGN ORIENTATION AND USE OF TYPE AND PAGE LAYOUT</b>	<b>45%</b>	
<b>1.00</b>	<b>Apply basic procedures needed for Orientation in Advertising and Design.</b>	<b>5%</b>	<b>C3</b>
<b>2.00</b>	<b>Apply procedures used in Type for Advertising and Design</b>	<b>10%</b>	<b>C3</b>
<b>3.00</b>	<b>Apply procedures used in Page Layout for Advertising and Design</b>	<b>30%</b>	<b>C3</b>
<b>B</b>	<b>Digital File Preparation Image Capture, Illustration, and Design Principles</b>	<b>55%</b>	
<b>4.00</b>	<b>Apply procedures used in Image Capture for Advertising and Design</b>	<b>20%</b>	<b>C3</b>
<b>5.00</b>	<b>Apply procedures used in Illustration for Advertising and Design</b>	<b>15%</b>	<b>C3</b>
<b>6.00</b>	<b>Apply procedures used to implement PDF for Digital File Preparation</b>	<b>20%</b>	<b>C3</b>