



Commercial Arts & Digital Design Display

Includes Florida Curriculum Criteria & Essential Learnings From:

01.0	BASIC COMMERCIAL ART KNOWLEDGE	13.0	APPROPRIATE MATH SKILLS
04.0	PROFICIENCY IN DESIGN SKILLS	08.0	PROFICIENCY IN ILLUSTRATION SKILLS
09.0	PROFICIENCY IN APPLIED DESIGN	12.0	APPROPRIATE COMMUNICATION SKILLS
10.0	PROFICIENCY IN COMPUTER SKILLS		

TASK: Create Professional Promotional Display for Commercial Art & Digital Design Class

Creating Trade-Show like concept designs for a professional display for the Commercial Art & Digital Design class at Tech High.

PRE-PRODUCTION

- Concepts For Your Design(s)
- Budget & Costs

PRODUCTION

- Create A Mock-Up of the Proposed Design.
- How Large? What Size?

POST-PRODUCTION

- Present Your Ideas To The Class

RESOURCES

[Trade-Show Displays](#)

[Guerrilla Marketing](#)

Guerrilla Marketing - [Example 1: The Coke Vending Machine](#)

[Experiential Marketing Examples](#)

ABOVE & BEYOND

You partner with some students to brand all of our schools programs with consistency. You fundraise and create killer promotional materials for the school and specifically our program.

If done successfully, this would be a great SkillsUSA contest project. What can you create / do / market that would be different?