



Design and Visual Communications

EXAM INFORMATION

Items

34

Points

64

Prerequisites

NONE

Grade Level

10-12

Course Length

ONE SEMESTER

Career Cluster

ARTS, A/V TECHNOLOGY, AND
COMMUNICATION

Performance Standards

INCLUDED

Certificate Available

YES

DESCRIPTION

A program in the applied visual arts that focuses on the general principles and techniques for effectively communicating ideas and information and promoting products to business and consumer audiences. This course prepares individuals in any of the applied art media including: drawing, painting, computer graphics, and others.

EXAM BLUEPRINT

STANDARD	PERCENTAGE OF EXAM
1- Commercial Art and Job Standards	5%
2- Brainstorming and the Creative Purpose	5%
3- Proper Drawing Techniques	9%
4- Proper Typography Techniques	19%
5- Proper Color Techniques	17%
6- Basic Design Principles	27%
7- Safe Practices	6%
8- Ethics and Legal Issues	6%
9- Design Technology/Skill in the Workplace	6%



STANDARD 1

STUDENTS WILL BE ABLE TO UNDERSTAND COMMERCIAL ART ORIENTATION AND JOB STANDARDS

- Objective 1** Demonstrate knowledge about the various kinds of jobs in the commercial art field and focus on local vocational opportunities.
1. Cartooning/Animation
 2. Art Direction/Production art
 3. Illustration
 4. Sign design
 5. Graphic design
 6. Corporate Identity/Logo design (Letterhead, package design, display, corporate image, advertising, etc.)
 7. Layout (books, magazine, newspaper, etc.)
 8. Digital imaging and website design
- Objective 2** Performance standards
1. Identify a target audience – age, gender, culture, education, income, ethnic or religious background, etc.
 2. Analysis and critique of current styles.
 3. Know how to use appropriate existing material (i.e. references for artwork and stock images.)
- Objective 3** Understand the importance of portfolios, such as promoting your own work to a potential employer or client.

Standard 1 Performance Evaluation included below (Optional)

STANDARD 2

STUDENTS WILL BE ABLE TO UNDERSTAND BRAINSTORMING AND ITS PURPOSE IN THE CREATIVE PROCESS

- Objective 1** Understand how to research ideas and current trends (color, typography, graphics, etc.) using various resources such as:
1. Websites
 2. Print media
 3. Retail locations
 4. Focus groups
- Objective 2** Brainstorm ideas and explore composition through the use of thumbnail sketches.

STANDARD 3

STUDENTS WILL BE ABLE TO UNDERSTAND AND DEMONSTRATE PROPER DRAWING TECHNIQUES

- Objective 1** Use strategies to measure correct proportional relationships between paper and objects being drawn.



Objective 2

Demonstrate expertise in drawing objects from observation.

1. Understand and demonstrate form and shading (highlight, half-tones, core shadow, reflected light, cast shadow, etc.).
2. Understand and demonstrate an ability to utilize relate three-dimensional objects to a two-dimensional picture plane.
3. Understand and demonstrate an ability to use overlapping, size, placement, value to show depth.

Standard 3 Performance Evaluation included below (Optional)

STANDARD 4

STUDENTS WILL BE ABLE TO UNDERSTAND AND DEMONSTRATE PROPER TYPOGRAPHY TECHNIQUES

Objective 1

Identify and correctly use type from the six type families:

1. Old style
2. Modern
3. Slab serif
4. Sans serif
5. Script
6. Decorative/novelty/display

Objective 2

Know and use the measuring units and vocabulary of typography.

1. Cap height
2. Baseline
3. X-height
4. Point size (Points & picas)
5. Upper and lower case
6. Ascender and descender
7. Regular and boldface
8. Condensed and expanded
9. Italic and cursive
10. Font, text, type and type style
11. Justified, unjustified, ragged left and ragged right
12. Counter
13. Readability

Standard 4 Performance Evaluation included below (Optional)

STANDARD 5

STUDENTS WILL BE ABLE TO UNDERSTAND AND DEMONSTRATE PROPER COLOR TECHNIQUES

Objective 1

Demonstrate a thorough knowledge of color theory.



1. Light - RGB
2. Pigment - RYB
3. Transparent/opaque color

Objective 2 Demonstrate a working knowledge of color organization and the color wheel.

1. Primary colors
2. Secondary colors
3. Intermediate/Tertiary colors
4. Neutrals
5. Warm and cool colors

Objective 3 Identify and organize color schemes.

1. Monochromatic
2. Complimentary
3. Split-complementary
4. Analogous
5. Triadic

Objective 4 Demonstrate a working knowledge of values and use them in project work.

1. Value scale
2. Tints
3. Tones
4. Shades
5. Demonstrate expertise in aerial/atmospheric perspective.
6. Using hue to create illusion of space
7. Using control of detail to create illusion of space

Objective 5 Demonstrate a thorough knowledge of the properties of color.

1. Hue
2. Value
3. Intensity/saturation

Standard 6 Performance Evaluation included below (Optional)

STANDARD 6

STUDENTS WILL BE ABLE TO UNDERSTAND AND DEMONSTRATE BASIC DESIGN PRINCIPLES

Objective 1 Demonstrate an ability to recognize, utilize and communicate with the elements of design.

1. Line
2. Shape
3. Value
4. Form
5. Texture
6. Color



- 7. Space
- Objective 2 Demonstrate an ability to recognize, utilize and communicate with the principles of design.
 - 1. Balance - symmetrical/asymmetrical/radial
 - 2. Emphasis/Subordination
 - 3. Rhythm/Repetition/Pattern
 - 4. Scale/Proportion
 - 5. Unity/Variety
 - 6. Contrast
 - 7. Movement/Directional forces
- Objective 3 Composition
 - 1. Layout (spacing)
 - 2. Typography (body copy, titles, headings, etc.)
 - 3. Graphic elements (illustrations, artwork, etc.)
 - 4. Photography

Standard 6 Performance Evaluation included below (Optional)

STANDARD 7

STUDENTS WILL BE ABLE TO UNDERSTAND AND DEMONSTRATE SAFE PRACTICES

- Objective 1 Understand proper ventilation including identification of materials and techniques that require proper ventilation.
- Objective 2 Identify and use proper safety equipment.
- Objective 3 Identify hazardous chemicals and solvents, their proper handling, disposal, and safety procedures if and accident occurs.
- Objective 4 Know how to access and read material safety data sheets
- Objective 5 Participate in safety training and maintain a safe work area.
- Objective 6 Report classroom, environment, or safety equipment, problems, violations to the instructor.
- Objective 7 Understand accident report procedures.
 - 1. Report to teacher
- Objective 8 Clean and maintain an orderly work area.
- Objective 9 Avoid repetitive stress injuries.
 - 1. Good posture
 - 2. Keep wrists straight
 - 3. Take breaks
 - 4. Stretch and strengthen
 - 5. Position of monitor, keyboard and mouse.

Standard 7 Performance Evaluation included below (Optional)



STANDARD 8

STUDENTS WILL BE ABLE TO UNDERSTAND AND PRACTICE COPYRIGHT LAWS, ETHICS, AND LEGAL ISSUES DEALING WITH COMMERCIAL ART AS IDENTIFIED IN UNITED STATES CODE TITLE 17 CHAPTER I SECTION 101

- Objective 1** Define copyright and know how to copyright your work with the Library of Congress, Copyrights Office.
1. Fair use
 2. Creating copy with a Registration with U.S. Copyright office.
 3. Public Domain
 4. Understand ®, ©, ™, and watermark
- Objective 2** Other definitions
1. Audiovisual works
 2. Computer program
 3. Copies
 4. Copyright owner
 5. Digital transmission
 6. Financial gain
 7. Pictorial, graphic, and sculptural works
 8. Photographs
 9. Work of visual art
- Objective 3** Students will practice ethics and rules governing photojournalism (i.e. Editorial content must not be changed) Note: Photo illustrations.
- Objective 4** Students will practice correct usage of copyright laws (i.e. the right to reproduce, manipulate, distribute, plagiarize or exhibit another artist's work outside of fair use provisions)
1. Time limitations
 2. Portion limitations – in text material
 3. Text material
 4. Illustrations and photographs
 5. Copying and distribution limitations
- Objective 5** Students will demonstrate understanding of ethics related to social and legal issues in subject choice (i.e. model releases, image appropriateness, and cultural sensitivity).

Standard 8 Performance Evaluation included below (Optional)

STANDARD 9

STUDENTS WILL GAIN AN UNDERSTANDING OF DESIGN TECHNOLOGY AS A PROFESSION AND WILL DEVELOP PROFESSIONAL SKILLS FOR THE WORKPLACE

- Objective 1** As a participating member of the SkillsUSA student organization complete the SkillsUSA Level I Professional Development Program.
1. Complete a self-assessment inventory and identify individual learning styles.



2. Discover self-motivation techniques and establish short-term goals.
3. Determine individual time-management skills.
4. Define future occupations.
5. Define awareness of cultural diversity and equity issues.
6. Recognize the benefits of conducting a community service project.
7. Demonstrate effective communication skills with others.
8. Participate in a shadowing activity.
9. Identify components of an employment portfolio.
10. Explore what is ethical in the workplace or school.
11. Demonstrate proficiency in program competencies.
12. Explore what is ethical in the workplace or school.
 1. State the SkillsUSA motto
 2. State the SkillsUSA creed.
 3. Learn the SkillsUSA colors.
 4. Describe the official SkillsUSA dress.
 5. Describe the procedure for becoming a SkillsUSA officer.

Objective 2 Understand the use of drawings in commercial art and how those drawings relate to career opportunities.

Objective 3 Display a professional attitude toward the instructor and peers.



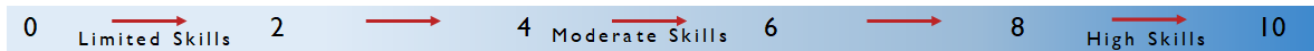
Design and Visual Communications Performance Standards (Optional)

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of **8 or higher** on the rating scale. Students may be encouraged to repeat the objectives until they average **8 or higher**.

Students Name _____

Class _____

PERFORMANCE RATING SCALE



STANDARD 1 Commercial Art Orientation and Job Standards

Score:

- Understand commercial art orientation and job standards

STANDARD 3 Proper Drawing Technique

Score:

- Understand and demonstrate proper drawing technique

STANDARD 4 Proper Typography Technique

Score:

- Understand and demonstrate proper typography techniques

STANDARD 5 Proper Color Technique

Score:

- Understand and demonstrate proper color/painting techniques

STANDARD 6 Basic Design Principles

Score:

- Understand and demonstrate basic design principles

STANDARD 7 Safe Practices

Score:

- Understand and demonstrate safe practices

STANDARD 8 Copyright Laws, Ethics, and Legal Issues

Score:

- Understand and practice copyright laws, ethics, and legal issues dealing with commercial art

PERFORMANCE STANDARD AVERAGE SCORE: