

Strands & Standards

DESIGN AND VISUAL COMMUNICATIONS



COURSE DESCRIPTION

A course 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.

License Type

CTE and/or
Secondary Education 6-12

Required Endorsement

Commercial Art

Intended Grade Level: 10-12

Units of Credit: 0.5

Core Code: 40.13.00.00.020

CE Core Code: 40.13.00.13.020

Prerequisite: None

Skill Certification: 530

Test Weight: 0.5

Strands & Standards

STRAND 1 Students will be able to understand commercial art orientation and job standards.

Standard 1 Demonstrate knowledge about the various kinds of jobs in the commercial art field and focus on local vocational opportunities.

- Cartooning/Animation
- Art Direction/Production art
- Illustration
- Sign design
- Graphic design
- Corporate Identity/Logo design (Letterhead, package design, display, corporate image, advertising, etc.)
- Layout (Books, magazine, newspaper, etc.)
- Digital imaging and website design

Standard 2 Performance standards

- Identify a target audience – age, gender, culture, education, income, ethnic or religious background, etc.
- Analysis and critique of current styles.
- Know how to use appropriate existing material (i.e. references for artwork and stock images.)

Standard 3 Understand the importance of portfolios, such as promoting your own work to a potential employer or client.

STRAND 2 Students will be able to understand brainstorming and its purpose in the creative process.

Standard 1 Understand how to research ideas and current trends (color, typography, graphics, etc.) using various resources such as:

- Websites
- Print media
- Retail locations
- Focus groups

Standard 2 Brainstorm ideas and explore composition through the use of thumbnail sketches.

STRAND 3 Students will be able to understand and demonstrate proper drawing techniques.

Standard 1 Use strategies to measure correct proportional relationships between paper and objects being drawn.

Standard 2 Demonstrate expertise in drawing objects from observation

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

STRAND 4 Students will be able to understand and demonstrate proper typography techniques.

- Standard 1** Identify and correctly use type form from the six type families:
- Old style
 - Modern
 - Slab serif
 - Sans serif
 - Script
 - Decorative/novelty/display
- Standard 2** Know and use the measuring units and vocabulary of typography
- Cap height
 - Baseline
 - X-height
 - Point size (Points and picas)
 - Upper and lower case
 - Ascender and descender
 - Regular and boldface
 - Condensed and expanded
 - Italic and cursive
 - Font, text, type, and type style
 - Justified, unjustified, ragged left, and ragged right
 - Counter
 - Readability

STRAND 5 Students will be able to understand and demonstrate proper color techniques.

- Standard 1** Demonstrate a thorough knowledge of color theory.
- Light – RGB
 - Pigment – RYB
 - Print – CMYK
 - Transparent/opaque color
- Standard 2** Demonstrate a working knowledge of color organization and the color wheel.
- Primary colors
 - Secondary colors
 - Intermediate/Tertiary colors
 - Neutrals
 - Warm and cool colors
- Standard 3** Identify and organize color schemes.
- Monochromatic
 - Complementary
 - Split-complimentary
 - Analogous
 - Triadic
- Standard 4** Demonstrate a working knowledge of values and use them in project work.
- Value scale
 - Tints
 - Tones
 - Shades
 - Demonstrate expertise in aerial-atmospheric perspective.
 - Using hue to create illusion of space.
 - Using control of detail to create illusion of space.
- Standard 5** Demonstrate a thorough knowledge of the properties of color.
- Hue

- Value
- Intensity/saturation

STRAND 6 Students will be able to understand and demonstrate basic design principles.

- Standard 1** Demonstrate an ability to recognize, utilize, and communicate with the elements of design.
- Line
 - Shape
 - Value
 - Form
 - Texture
 - Color
 - Space
- Standard 2** Demonstrate an ability to recognize and utilize, communicate with the principles of design.
- Balance – symmetrical/asymmetrical/radial
 - Emphasis/subordination
 - Rhythm/repetition/pattern
 - Scale/proportion
 - Unity/variety
 - Contrast
 - Movement/directional forces
- Standard 3** Composition
- Layout (spacing)
 - Typography (body copy, titles, headings, etc.)
 - Graphic elements (illustrations, artwork, etc.)
 - Photography

STRAND 7 Students will be able to understand and demonstrate safe practices.

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

STRAND 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 1 Section 101.

- Standard 1** Define copyright and know how to copyright your work with the Library of Congress, Copyrights office.
- Fair use
 - Creating copy with a Registration with U.S. Copyright office.
 - Public domain
 - Understand ®, ©, ™, and watermark
- Standard 2** Other definitions
- Audiovisual works
 - Computer program
 - Copies
 - Copyright owner
 - Digital transmission
 - Financial gain
 - Pictorial, graphic, and sculptural works
 - Photographs
 - Works of visual art
- Standard 3** Students will practice ethics and rules governing photojournalism (i.e. Editorial content must not be changed) Note: Photo illustrations.
- Standard 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).
- Time limitations
 - Portion limitations – in text material
 - Text material
 - Illustrations and photographs
 - Copying and distribution limitations
- Standard 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).

STRAND 9 Students will gain an understanding of Design Technology as a profession and will develop professional skills for the workplace.

- Standard 1** As a participating member of the SkillsUSA student organization complete the SkillsUSA Level 1 Professional Development Program.
- Complete a self-assessment inventory and identify individual learning styles.
 - Discover self-motivation techniques and establish short-term goals.
 - Determine individual time-management skills.
 - Define future occupations.
 - Define awareness of cultural diversity and equity issues.
 - Recognize the benefits of conducting a community service project.
 - Demonstrate effective communication skills with others.
 - Participate in a shadowing activity.
 - Identify components of an employment portfolio.
 - Demonstrate proficiency in program competencies.
 - Explore what is ethical in the workplace or school.
 - Master a working knowledge of SkillsUSA.
 - State the SkillsUSA motto.
 - State the SkillsUSA creed.
 - Learn the SkillsUSA colors.

- Describe the official SkillsUSA dress.
- Describe the procedure for becoming a SkillsUSA officer.

Standard 2 Understand the career opportunities as they relate to this field of study.

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

Skill Certificate Test Points by Strand

Test Name	Test #	Number of Test Points by Strand								Total Points	Total Questions
		1	2	3	4	5	6	7	8		
Design and Visual Communications	530	3	3	6	12	13	19	4	4	64	34

Performance Objectives