

STRANDS AND STANDARDS

COMMERCIAL ART 1



Course Description

A beginning course in the applied visual arts that focuses on the general principles and techniques for effective visual communication in illustration and/or graphic design. This course prepares individuals in applied art media including drawing, painting, computer graphics, etc.

Intended Grade Level	10-12
Units of Credit	0.5
Core Code	40.13.00.00.001
Concurrent Enrollment Core Code	40.13.00.13.001
Prerequisite	None
Skill Certification Test Number	530
Test Weight	0.5
License Area of Concentration	CTE and/or Secondary Education 6-12
Required Endorsement(s)	
Endorsement 1	Commercial Art 1
Endorsement 2	N/A
Endorsement 3	N/A

STRAND 1

Students will be able to understand commercial art job standards.

Standard 1

Demonstrate knowledge of commercial art careers, job standards, professional development, and explore higher education and career opportunities.

- Advertising design
- Art Direction
- Cartooning
- Animation (Character and Concept Design)
- Website design (UI/UX Designer, etc.)
- Graphic design (Branding, Logos, Layout, etc.)
- Illustration

Standard 2

Demonstrate typical 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.

Performance Skills

Understand commercial art job standards.

- Demonstrate knowledge of the various kinds of jobs in the commercial art field and focus on local vocational opportunities.
- 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 (ex: <https://www.commart.com/>)
- Print media
- Retail locations
- Focus groups

Standard 2

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

Standard 3

Understand how to give and apply feedback.

Performance Skills

Understand brainstorming and its purpose in the creative process.

- Understand how to research ideas and current trends (color, typography, graphics, etc.) using various resources.
- 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 draw three-dimensional objects on a two-dimensional picture plane.
- Understand and demonstrate an ability to use overlapping, size, placement, and value to show depth.

Performance Skills

Understand and demonstrate proper drawing techniques.

- Use strategies to measure correct proportional relationships between paper and objects being drawn.
- Demonstrate expertise in drawing objects from observation.

STRAND 4

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

Standard 1

Identify and correctly use type from the following type classifications.

- Serif
- Sans serif
- Script
- Decorative

Standard 2

Know and use typography vocabulary.

- Cap height
- Baseline
- X-height
- Point size
- Upper and lower case
- Ascender and descender
- Regular and boldface
- Condensed and expanded
- Italic and cursive
- Understand the difference between: Font, text, type, and type style
- Understand the difference between: Justified, unjustified, ragged left, and ragged right

- Readability

Performance Skills

Understand and demonstrate proper typography techniques.

- Identify and correctly use type from the different type classifications.
- Know and use the vocabulary of typography.

STRAND 5

Students will be able to understand proper color techniques.

Standard 1

Understand different color theories.

- Light – RGB
- Pigment – RYB
- Print – CMYK

Standard 2

Understand color organization and the color modes.

- Primary colors
- Secondary colors
- Intermediate/tertiary colors
- Neutrals
- Warm and cool colors

Standard 3

Identify color schemes.

- Monochromatic
- Complementary
- Analogous
- Triadic

Standard 4

Understand values and how to use them in project work.

- Value scale
- Tints
- Tones
- Shades

Standard 5

Understand the properties of color.

- Hue
- Value
- Intensity/saturation
- Transparent vs. Opaque color

Performance Skills

Understand and demonstrate proper color techniques.

- Demonstrate a knowledge of color theory.
- Demonstrate a knowledge of color organization.

- Identify color schemes.
- Demonstrate a working knowledge of values and use them in project work.
- Demonstrate a knowledge of the properties of color.

STRAND 6

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

Standard 1

Understand, recognize, utilize, and communicate with the elements of design.

- Line
- Shape
- Value
- Form
- Texture
- Color
- Space

Standard 2

Understand, recognize, utilize, and communicate with the principles of design.

- Balance – Symmetrical/Asymmetrical/Radial
- Emphasis/Focal Point
- Rhythm/Repetition/Pattern
- Scale/Proportion
- Unity vs. Variety
- Contrast
- Movement/Directional Forces

Standard 3

Understand the elements of a composition.

- Layout: Spacing, Rule of Thirds, etc.
- Typography: Body Copy, Titles, Headings, etc.
- Graphic Elements: Line, Shape, etc.
- Images: Photograph or Illustrations

Performance Skills

Understand and demonstrate basic design principles.

- Demonstrate an ability to recognize, utilize, and communicate with the elements of design.
- Demonstrate an ability to recognize, utilize, and communicate with the principles of design.
- Uses Elements of Composition in a project.

STRAND 7

Students will be able to demonstrate safe practices.

Standard 1

Identify and use proper safety techniques

- Identify hazardous chemicals and solvents, materials, their proper handling, ventilation, disposal, and safety procedures, if an accident occurs, as applicable in your classroom.
- Safety training as applicable

- Maintain a safe and orderly work area
- Report classroom, environment, or safety equipment, problems, violations to the instructor.

Standard 2

Avoid repetitive stress injuries.

- Good posture
- Keep wrists straight
- Take breaks
- Stretch and strengthen
- Position of monitor, keyboard, and mouse

Performance Skills

Demonstrate safe practices and how to avoid repetitive stress injuries.

STRAND 8

Students will be able to understand and practice copyright laws, ethics and legal issues dealing with photography as identified in United States Code Title 17 Chapter 1 Section 101.

Standard 1

Define copyright.

- Intellectual Property: Original work is protected by US Copyright laws as soon as created can include audiovisual works, computer programs, pictorial, graphic, and sculptural works, visual art, drama, choreography, and words.
- Creating copyrights by registering with the U.S. Copyright Office through the Library of Congress
- Public domain vs Creative Commons
- Fair Use

Standard 2

Understanding copyright law and practicing ethics.

- Practice ethics and rules governing photojournalism (i.e. Editorial content must not be changed)
- Who owns the copyright: work-for-hire, freelance, in-house, etc.
- Practice correct usage of copyright laws (i.e. the right to reproduce, manipulate, distribute, plagiarize or exhibit creator's work outside of fair use provisions).
- Limitations: Time, Portion (Media based usage), Text material, Copying, and Distribution.
- Demonstrate understanding of ethics related to social and legal issues in subject choice (i.e. model releases, image appropriateness, and cultural sensitivity).

Standard 3

Understanding copyright and trademark symbols.

- Understand ®, ©, ™, and watermark

Performance Skills

Create projects that align with the rules that govern intellectual property.

STRAND 9

Students will understand the importance of career readiness skills as it relates to the workplace and outlined in the SkillsUSA Framework – Level 1.

Standard 1

Understand and demonstrate the attitude of cooperation.

- Develop awareness of cultural diversity and equality issues.
- Demonstrate effective communication with others.
- Apply team skills to a group project.
- Identify and apply conflict resolution skills.

Standard 2

Understand and demonstrate the ability of being resourceful and innovative.

- Discover self-motivation techniques and establish short-term goals.
- Measure/modify short-term goals.
- Review a professional journal and develop a three- to five-minute presentation.

Standard 3

Plan for your future career.

- Complete a self-assessment and identify individual learning styles.
- Define future occupations.
- Identify the components of an employment portfolio.
- List proficiency in program competencies.
- Complete a survey for employment opportunities.
- Create a job application.
- Assemble your employment portfolio.
- Employability skills: evaluate program comprehension.

Standard 4

Understand and demonstrate the ability to manage a project.

- Apply team skills to a group project.
- Observe and critique a meeting.
- Demonstrate business meeting skills.
- Explore supervisory and management roles in an organization.
- Identify and apply conflict resolution skills.
- Demonstrate evaluation skills.
- Manage a project and evaluate others.

Workplace Skills

- Communication
- Teamwork
- Dependability
- Legal requirements / expectations

Skill Certification Test Points by Strand

Test Name	Est #	Number of Test Points by Strand										Total Points	Total Questions	
		1	2	3	4	5	6	7	8	9	10			