

STRANDS AND 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.

Intended Grade Level	10-12
Units of Credit	0.5
Core Code	40.13.00.00.020
Concurrent Enrollment Core Code	40.13.00.13.020
Prerequisite	None
Skill Certification Test Number	530
Test Weight	0.5
License Type	CTE and/or Secondary Education 6-12
Required Endorsement(s)	
Endorsement 1	Commercial Art
Endorsement 2	N/A
Endorsement 3	N/A



DESIGN AND VISUAL COMMUNICATIONS

STRAND 1

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

Standard 1

Demonstrate knowledge of 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 (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.

Performance Skill

Understand commercial art orientation and job standards.

- Demonstrate knowledge of the various kinds of jobs in the commercial art field and focus on local vocational opportunities.
- Performance standards.
- 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

DESIGN AND VISUAL COMMUNICATIONS

- Retail locations
- Focus groups

Standard 2

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

Performance Skill

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 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.

Performance Skill

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 six different type families.

- Old style
- Modern
- Slab serif

DESIGN AND VISUAL COMMUNICATIONS

- 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

Performance Skill

Understand and demonstrate proper typography techniques.

- Identify and correctly use type from the six different type families.
- Know and use the measuring units and vocabulary of typography.

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 an advanced knowledge of color organization and the color wheel.

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

DESIGN AND VISUAL COMMUNICATIONS

Standard 3

Identify and organize color schemes.

- Monochromatic
- Complimentary
- 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
- Use hue to create illusion of space
- Use control of detail to create illusion of space

Standard 5

Demonstrate a thorough knowledge of the properties of color.

- Hue
- Value
- Intensity/saturation

Performance Skill

Understand and demonstrate proper color techniques.

- Demonstrate a thorough knowledge of color theory.
- Demonstrate an advanced knowledge of color organization and the color wheel.
- Identify and organize color schemes.
- Demonstrate a working knowledge of values and use them in project work.
- Demonstrate a thorough knowledge of the properties of color.

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

DESIGN AND VISUAL COMMUNICATIONS

- Texture
- Color
- Space Half tone

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

Performance Skill

Understand and demonstrate basic design principles.

- Demonstrate an ability to recognize, utilize, and communicate with the elements of design.
- Demonstrate an ability to recognize and utilize, communicate with the principles of design.
- Composition

STRAND 7

Students will be able to 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 and techniques.

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.

DESIGN AND VISUAL COMMUNICATIONS

Standard 5

Participate in a safety training and maintain a safe work area.

Standard 6

Report classroom, environment, or safety equipment, problems, 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

Performance Skill

Demonstrate safe practices.

- Understand proper ventilation including identification of materials and techniques that require proper ventilation.
- Identify and use proper safety equipment and techniques.
- Identify hazardous chemicals and solvents, their proper handling, disposal, and safety procedures, if an accident occurs.
- Know how to access and read material safety data sheets.
- Participate in a safety training and maintain a safe work area.
- Report classroom, environment, or safety equipment, problems, violations to the instructor.
- Understand accident report procedures.
- Clean and maintain an orderly work area.
- 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 and know how to copyright your work with the Library of Congress, Copyrights office.

- Fair use

DESIGN AND VISUAL COMMUNICATIONS

- Creating copy with a Registration with the 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

Practice ethics and rules governing photojournalism (i.e. Editorial content must not be changed)

Note: photo illustrations.

Standard 4

Practice correct usage of copyright laws (i.e. the right to reproduce, manipulate, distribute, plagiarize or exhibit another photographer'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

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 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.

DESIGN AND VISUAL COMMUNICATIONS

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.

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