DESIGN & VISUAL COMMUNICATIONS (530)

DESCRIPTION
Design and Visual Communications focuses on the general principles and techniques for effectively communicating ideas and information, and packaging products, in digital and other formats to business and consumer audiences, and that may prepare individuals in any of the applied art media.

<table>
<thead>
<tr>
<th>Total Test Questions: 31</th>
<th>Levels: Grades 10-12</th>
<th>Units of Credit: .50</th>
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<tbody>
<tr>
<td>Prerequisites: None</td>
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STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD 1  
5% of Exam Blueprint

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. Production art
3. Illustration
4. Sign design
5. Commercial design
6. Logo and letterhead (package design, display, corporate image, advertising, etc.)
7. Layout (books, magazine, newspaper, etc.)
8. Digital imaging and website design

Objective 2: Demonstrate a working knowledge of professional working conditions and standards.

1. Knowledge of pay or salaries for local and national positions
2. Types of jobs and local and national opportunities
3. Freelance conditions

Objective 3: Performance standards

1. Analysis of target audience
2. Analysis and critique of current styles
3. Analysis and appropriate use of existing material (e.g., clipart and stock files)

STANDARD 2  
13% of Exam Blueprint

UNDERSTAND AND DEMONSTRATE PROPER DRAWING TECHNIQUES.

Objective 1: Plan composition using thumbnail sketches. Use strategies to measure correct proportional relationships between paper and objects being drawn.
Objective 2: Relate the observed object being drawn and determine best placement on the page.

Objective 3: Demonstrate expertise in drawing objects from observation

1. Light Logic
2. Demonstrate ability to recognize angles and draw them accurately.
3. Demonstrate the use of measuring techniques to accurately record proportion.
4. Demonstrate gesture, motion, and other expressive drawing strategies.

Objective 4: Demonstrate ability to relate three-dimensional objects to a two-dimensional picture plane.

Objective 5: Demonstrate ability to draw objects utilizing 1-point and 2-point perspective.

Objective 6: Accurately draw circles and cylinders in perspective.

Objective 7: Demonstrate ability to accurately observe and draw foreshortening of the human form.

Objective 8: Be able to use overlapping to show depth.

Objective 9: Be able to use value to create illusion of space.

Objective 10: Demonstrate strategies for using perspective as a tool of expression.

STANDARD 3 19% of Exam Blueprint

"UNDERSTAND AND DEMONSTRATE PROPER TYPOGRAPHY TECHNIQUES."

Objective 1: Identify and correctly use type from the six type families.

1. Identify and correctly use old style letterforms.
2. Identify and correctly use slab serif letterforms.
3. Identify and correctly use sans serif letterforms.
4. Identify and correctly use script letterforms.
5. Identify and correctly use modern letterforms.
6. Identify and correctly use decorative and novelty letterforms.

Objective 2: Know and use the measuring units of typography.

1. Cap height
2. Baseline
3. X-height
4. Point size
5. Key size
6. Picas and points

Objective 3: Know the vocabulary of typography.

1. Upper and lower case
2. Ascender and descender
3. Regular and boldface
4. Condensed and expanded
5. Italic and cursive
6. Font, text, type, and type style
7. Justified, unjustified, ragged left, and ragged right

STANDARD 4 22% of Exam Blueprint

◊ UNDERSTAND AND DEMONSTRATE PROPER COLOR/PAINTING TECHNIQUES.

Objective 1: Demonstrate a thorough knowledge of color theory.
   1. Light
   2. Pigment
   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

Objective 3: Identify and organize color schemes.
   1. Monochromatic
   2. Complimentary
   3. Analogous
   4. Triadic
   5. Split-complimentary

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 dimensions of color.
   1. Hue
   2. Value
   3. Intensity/saturation

Objective 6: Demonstrate a working knowledge of warm and cool colors.

Objective 7: Be able to set up a basic pallet.

STANDARD 5 31% of Exam Blueprint

◊ UNDERSTAND AND DEMONSTRATE BASIC DESIGN PRINCIPLES.

Objective 1: Demonstrate an ability to recognize and utilize the elements of design.
   1. Line
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2. Shape
3. Value
4. Form
5. Texture
6. Color
7. Space

Objective 2: Demonstrate an ability to recognize and utilize the principles of design.
   1. Balance
   2. Emphasis/Subordination
   3. Rhythm/Repetition/Pattern
   4. Scale/Proportion
   5. Unity/Variety
   6. Contrast
   7. Movement/Directional forces

Objective 3: Composition

STANDARD 6 6% of Exam Blueprint

◇ UNDERSTAND AND DEMONSTRATE SAFE PRACTICES.

Objective 1: Understand proper ventilation
   1. Identify 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 to the instructor any shop, environment, or safety equipment, problems, or violations.

Objective 7: Clean and maintain an orderly work area.

Objective 8: Demonstrate an ability to express an advertising campaign verbally to a client.

STANDARD 7 5% of Exam Blueprint

◇ DEFINE COPYRIGHT AND RELATED TERMINOLOGY AS IDENTIFIED IN UNITED STATES CODE TITLE 17 CHAPTER 1.

Objective 1: Define copyright.

Objective 2: Other definitions
   1. Audiovisual works
   2. Computer program
   3. Copies
   4. Copyright owner
5. Digital transmission
6. Financial gain
7. Joint work
8. Motion pictures
9. Pictorial, graphic, and sculptural works
10. Sound recordings
11. Work of visual art

Objective 3: United States Code Title 17 Chapter 1 Section 101

STANDARD 8

◊ UNDERSTAND THE DEVELOPMENT OF COPYRIGHT LAWS AS IDENTIFIED IN UNITED STATES CODE TITLE 17 CHAPTER 1.

Objective 1: Berne Convention
Objective 2: Geneva Phonograms Convention
Objective 3: WIPO Copyright Treaty

STANDARD 9

◊ DEFINE AND APPLY FAIR USE GUIDELINES.

Objective 1: Time limitations
Objective 2: Portion limitations
1. Motion media
2. Text material
3. Music, lyrics, and music video
4. Illustrations and photographs
5. Numerical data sets

Objective 3: Copying and distribution limitations
Objective 4: Use caution when downloading material from the Internet.
Performance Standard Evaluation Checklist

Student Name

Instructor's Name

School __________________________ District __________________________

Performance Rating Scale:

1 2 3 4 5 6 7 8 9 10

Limited Skills............................ Moderate Skills............................ High Skills

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 written 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 for the following elements:

Performance Skills Standards

<table>
<thead>
<tr>
<th>STANDARD 1 – Understand commercial art orientation and job standards.</th>
<th>Score:</th>
</tr>
</thead>
</table>
| □ Demonstrate a working knowledge about the various jobs in the commercial art field and local vocational opportunities | □ Cartooning/Animation
□ Commercial design
□ Digital imaging and website design
□ Layout (Books, magazine, newspaper, etc.)
□ Career opportunities locally/nationally |
| □ Free-lance opportunities | □ Knowledge of pay or salaries for local and national positions |
| □ Analysis of target audience Analysis and critique of current styles | □ Analysis and use appropriate existing material–i.e. clipart, stock files, and digital files |
| □ Critique of current styles | |
## PERFORMANCE SKILLS STANDARDS

### STANDARD 2 – Understand and demonstrate proper drawing techniques.

- Plan a composition using thumbnail sketches.
  - Use strategies to measure correct proportional relationships between paper and objects being drawn
- Relate the observed object being drawn and determine best placement on the page
- Demonstrate expertise in drawing objects from observation
  - Demonstrate a working knowledge of light logic
  - Demonstrate ability to recognize angles and draw them accurately
  - Demonstrate the use of measuring techniques to accurately record proportion
  - Demonstrate gesture, motion, and other expressive drawing strategies.
  - Weight line variation (line control, line length, etc.)
- Demonstrate ability to depict three-dimensional objects on a two-dimensional picture plane
- Demonstrate ability to draw objects utilizing 1-point and 2-point perspective
- Accurately draw circles and cylinders in perspective
- Demonstrate ability to accurately observe and draw foreshortening of the human form
- Be able to use overlapping to show depth
- Using value to create illusion of depth (e.g. cross hatching, stippling, chiaroscuro)

### STANDARD 3 – Understand and demonstrate proper typography techniques.

- Identify and correctly use type from the 6 type families
  - Old style letter forms
  - Slab serif letter forms
  - Sans serif letter forms
  - Script letter forms
  - Modern letter forms
  - Decorative and novelty letter forms
- Know and use the measuring units of typography
  - Cap height
  - Baseline
  - X-height
  - Point size
  - Key size
- Know the vocabulary of typography
  - Upper and lower case
  - Ascender and descender
  - Regular and boldface
  - Condensed and expanded
  - Italic and cursive
  - Font, text, type, and type style
  - Justified, unjustified, centered, left and right justified
### PERFORMANCE SKILLS STANDARDS

#### STANDARD 4 – Understand and demonstrate proper color/painting techniques.

- **Score:**
  - Demonstrate a working knowledge of the following
    - Value scale
    - Tints
    - Tones
    - Shades
    - Hue to create illusion of space
    - Control detail to create illusion of space
    - Demonstrate expertise in aerial/atmospheric perspective
  - Demonstrate a thorough knowledge of the properties of color
    - Hue
    - Value
    - Intensity/saturation
  - Be able to set up a basic painting pallet

#### STANDARD 5 – Understand and demonstrate basic design principles.

- **Score:**
  - Demonstrate an ability to recognize and utilize the principles of design
    - Balance
    - Emphasis/subordination
    - Rhythm/repetition/pattern
    - Scale/proportion
    - Unity/contrast
    - Contrast
    - Movement/eye movement

#### STANDARD 6 – Understand and demonstrate safe practices.

- **Score:**
  - Understand proper ventilation
    - Clean and maintain an orderly work area
    - Understand accident report procedures
    - Identify materials and techniques that require proper ventilation
    - Identify hazardous chemicals and solvents, and understand their proper handling and disposal
    - Report classroom, environment, or safety equipment, problems, violations to the instructor
    - Participate in safety training and maintain a safe work area
    - Know proper safety procedures if an accident occurs
    - Know how to access and read material safety data sheets

#### STANDARD 7 – Understand and practice copyright laws, ethics and legal issues dealing with commercial art.

- **Score:**
  - Demonstrate a knowledge of legal issues regarding plagiarism, privacy and software

### PERFORMANCE STANDARD AVERAGE

- **Average:**