

# STRANDS AND STANDARDS

## COMMERCIAL ART 2



### Course Description

An intermediate course in the applied visual arts that focuses on the general principles and techniques for effective visual communication in illustration and/or graphic design. Instruction includes training in software used in concept design, layout, various techniques, and media.

<b>Intended Grade Level</b>	10-12
Units of Credit	0.5
Core Code	40.13.00.00.020
Concurrent Enrollment Core Code	40.13.00.13.020
Prerequisite	Commercial Art 1
Skill Certification Test Number	532
Test Weight	0.5
<b>License Area of Concentration</b>	CTE and/or Secondary Education 6-12
<b>Required Endorsement(s)</b>	
Endorsement 1	Commercial Art
Endorsement 2	N/A
Endorsement 3	N/A

## STRAND 1

Students will be able to demonstrate knowledge of commercial art and advertising professional 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

Explore careers and opportunities in commercial art.

- Salary/hours/working conditions
- Work expectations
- Freelance conditions vs. in-house conditions
- Post-high school education
- Portfolios

### Standard 3

Demonstrate an ability to verbally express an idea or concept to a client, pertaining to their product and target audience (example: age, gender, educational level, etc.).

### 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 and demonstrate knowledge of design principles at an intermediate level.

### Standard 1

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

- 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 design principles at an intermediate level.

- 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.
- Use Elements of Composition in a project.

## STRAND 3

**Students will be able to demonstrate layout and composition techniques in diverse media at an intermediate level.**

### Standard 1

Plan, format, and compose through the use of thumbnail sketches, rough drafts, and final work.

### Standard 2

Create illustrations and/or designs to communicate a concept.

### Standard 3

Use intermediate composition techniques to combine images and type in one composition using effective visual hierarchy.

### Standard 4

Use effective composition and design techniques to create various projects such as:

- Advertisement or poster
- Brochure or multiple page document (demonstrating visual unity)
- Magazine layout
- Others as needed

### Standard 5

Identify and use the following layout terminology:

- Body text/body copy
- Readability
- Reverse type
- Columns
- Text boxes/shapes

- Dominance/Focal Point
- Text wrap
- Drop caps
- Type alignment
- Eye flow
- Margins
- Folios
- Bleed
- Headers and footers
- Gutter
- Spread
- Proximity

### **Performance Skills**

Use effective composition and design techniques to create various projects.

## **STRAND 4**

**Students will be able to demonstrate the use of color theory at an intermediate level. Students will be able to understand proper color techniques.**

### **Standard 1**

Understand different color modes.

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

### **Standard 2**

Demonstrate color organization and the color wheel.

- Primary colors
- Secondary colors
- Intermediate/Tertiary colors
- Neutrals
- Warm and Cool colors

### **Standard 3**

Identify color schemes.

- Monochromatic
- Complimentary
- Split-complementary
- Analogous
- Triadic

### **Standard 4**

Understand values and how to use them in project work.

- Value scale
- Tints
- Tones
- Shades

**Standard 5**

Understand use of color at an advanced level.

- Properties of color: Hue, Value, Intensity/saturation
- Transparent vs. Opaque Color
- Understand aerial/atmospheric perspective (hue, value/contrast/color intensity, object placement, overlapping, and detail)
- Express emotion
- Symbolic, cultural, and visual connotations.

**Standard 6**

Understand color as used in computer applications.

- Color modes: Bitmap, Grayscale, CMYK, RGB
- Vector vs. Raster.

**Performance Skills**

- Demonstrate the use of color theory at an intermediate level.
- Demonstrate knowledge of color organization and the color wheel.
- Demonstrate knowledge of color theory, color schemes, and properties of color.
- Demonstrate the use of atmospheric perspective.
- Demonstrate effective use of color in computer applications

**STRAND 5**

**Students will be able to understand and demonstrate typography techniques at an intermediate level.**

**Standard 1**

Identify and correctly use type from the following type classifications.

- Serif
- Modern Serif
- Slab serif
- Sans serif
- Script
- Decorative

**Standard 2**

Know and use typography vocabulary.

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

**Standard 3**

Understand and effectively use Typography in layout and composition.

- Communicate and match mood of the design
- Font pairing in a design
- Pairing with Image (illustration, photograph, etc)
- Size hierarchy
- Limit variety/number of fonts in a design

**Performance Skills**

- Understand and demonstrate effective typography techniques at an intermediate level. Identify and correctly use type from different type classifications.
- Know and use the vocabulary of typography. Demonstrate effective type pairing.

**STRAND 6**

**Students will demonstrate knowledge of computer technology at an intermediate level.**

**Standard 1**

Demonstrate knowledge of basic computer vocabulary and techniques.

- Constraining proportions
- Cropping
- Resizing/sampling
- Resolution (Minimum: Screen – 72 dpi; Print – 300 dpi)
- Raster vs. vector
- Layers
- Filters
- Paths
- Anchor Point
- Gradient
- Opacity
- Stroke
- Fill

**Standard 2**

Use appropriate software for job/project completion.

- Page layout: In Design
- Photo manipulation: Photoshop
- Graphics/vector-based illustration: Illustrator

**Standard 3**

Understand and use fonts appropriately.

- Downloading/Installing fonts
- Understand the copyright laws and ethics (commercial use vs. personal use)

**Standard 4**

Understand file types and use them appropriately.

- Print/Web applications (TIFF, JPG, PDF, PNG)
- File transfer/sharing (PDF)
- Software specific (.AI, .PSD, .INDD)

**Standard 5**

Understand and use basic keyboard commands.

- Copy – Control/Command “C”
- Paste – Control/Command “V”
- Undo – Control/Command “Z”
- Other software specific shortcuts

**Performance Skills**

Demonstrate knowledge of computer technology at an intermediate level.

- Computer vocabulary and skills.
- Use appropriate software for job/project completion.
- Understand file types and use them appropriately.
- Understand and use keyboard shortcuts.

**STRAND 7**

**Students will critique visual works (i.e. illustration, design, advertising, etc.) using appropriate vocabulary.**

**Standard 1**

Critique artistic use of design elements and principles in visual work.

**Standard 2**

Interpret design strategies of communication in visual work.

**Standard 3**

Demonstrate an ability to verbally and visually express an advertising campaign to a client using varied professional strategies (PowerPoint, Storyboards, presentation board, etc.).

**Performance Skills**

Students will critique visual works (i.e. illustration, design, advertising, etc.) using appropriate vocabulary.

**STRAND 8**

**Students will understand the importance of employability and professional work habits.**

**Standard 1**

Demonstrate knowledge of professional work standards.

- Punctuality
- Dependability
- Attendance
- Craftsmanship
- Following directions/workflow
- Workplace behavior

**Performance Skills**

Students will demonstrate employability and professional work habits.

## STRAND 9

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

Students will demonstrate safe practices and how to avoid repetitive stress injuries.

## STRAND 10

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 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

Students will create projects that align with the rules that govern intellectual property.

## STRAND 11

**Students will understand the importance of career readiness skills as it relates to the workplace and outlined in the SkillsUSA Framework – Level 2.**

### Standard 1

Understand and demonstrate reliability.

- Determine individual time management skills.
- Explore what's ethical in the workplace or school.
- Demonstrate awareness of government.
- Demonstrate awareness of professional organizations and trade unions.

### Standard 2

Understand and demonstrate responsiveness.

- Define the customer.
- Recognize benefits of doing a community service project.
- Demonstrate social etiquette.
- Identify customer expectations.

### Standard 3

Understand resiliency.

- Discover self-motivation techniques and establish short-term goals.
- Select characters of a positive image.
- Identify a mentor.

### Standard 4

Understand and demonstrate workplace habits.

- Participate in a shadowing activity.
- Explore workplace ethics: codes of conduct.
- Recognize safety issues.
- Perform a skill demonstration.
- Exercise your right to know.

### Standard 5

Understand and develop initiative.

- Develop personal financial skills.
- Develop a business plan.
- Investigate entrepreneurship opportunities.

### Standard 6

Understand and demonstrate continuous improvement.

- Conduct a worker interview.
- Demonstrate evaluation skills.
- Examine ethics and values in the workplace.
- Develop a working relationship with a mentor.
- Construct a job search network.

**Workplace Skills**

- Communication
- Teamwork
- Dependability
- Accountability
- 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	11		