

STRANDS AND STANDARDS

COMMERCIAL ART 3



Course Description

An advanced course in the applied visual arts that focuses on the specific 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. Emphasis will be placed on creating a high-quality portfolio of Commercial Art work.

Intended Grade Level	11-12
Units of Credit	0.5
Core Code	40.13.00.00.030
Concurrent Enrollment Core Code	N/A
Prerequisite	Commercial Art 2
Skill Certification Test Number	534
Test Weight	0.5
License Area of Concentration	
Required Endorsement(s)	
Endorsement 1	Commercial Art

STRAND 1

Students will explore how to create a portfolio for a preferred commercial art career and explore higher education and career opportunities.

Standard 1

Understand potential Commercial Art careers.

- 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

Research Portfolio requirements for Employment and Higher Education opportunities.

Standard 3

Explore careers and opportunities in Commercial Art.

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

Performance Skills

Students will research and present portfolio requirements for a preferred commercial art career and explore higher education and career opportunities.

STRAND 2

Students will understand the design process to create a college and career ready portfolio.

Standard 1

Research and understand the process of portfolio development that demonstrates college and career readiness.

- Personal exploration
- Experience
- Theme and Direction
- Research and development
- Target audience
- Make Connections
- Develop a marketable direction
- Create a cohesive body of work

Standard 2

Understand and use the design process for individual pieces in the portfolio.

- Research
- Thumbnail Sketches
- Rough Draft

- Color/value study/comp
- Feedback and Revision
- Final

Performance Skills

Students will demonstrate an understanding of the design process necessary to create a college and career ready portfolio.

STRAND 3

Students will create a cohesive body of work for a college and career ready portfolio.

Standard 1

Demonstrate cohesive work for the portfolio.

- Clear direction or theme of work for a specific path through multiple works of art
- Create works that effectively communicate an idea, concept, or message
- Unified body of work (ie. Similar style, technique, subject, media, etc)

Standard 2

Create multiple pieces of well-crafted work.

- Show ability to brainstorm and think creatively
- Create works that demonstrate developing skills
- Demonstrate advanced knowledge of digital or traditional art making media

Standard 3

Create an Artist Statement addressing the direction and purpose of the portfolio.

Standard 4

Documentation of the purpose and process of individual pieces.

Performance Skills

- Students will create a cohesive body of work for a college and career ready portfolio.
- Create an Artist Statement addressing the direction and purpose of the portfolio.

STRAND 4

Students will be able to understand and demonstrate design principles at an advanced 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

Performance Skills

Understand and demonstrate design principles at an advanced 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 5

Students will be able to demonstrate layout and composition techniques in diverse media at an advanced 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 advanced composition techniques and effective visual hierarchy.

Standard 4

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 in portfolio projects.

STRAND 6

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

Standard 1

Understand different color modes.

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

Standard 2

Understand color organization and the color wheel.

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

Standard 3

Identify color schemes.

- Monochromatic
- Complementary
- 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 and print applications.

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

- Spot Color
- Pantone Colors

Performance Skills

- Demonstrate the use of color theory at an advanced level in portfolio pieces.
- Demonstrate knowledge of color organization and the color wheel.
- Demonstrate knowledge of color theory, color schemes, and properties of color.

STRAND 7

Students will demonstrate a knowledge and use of technology when building a digital portfolio.

Standard 1

Demonstrate knowledge of technology and techniques in digital portfolio.

- Tools and shortcuts
- Use of Color theory
- Vector vs raster qualities and advantages for digital portfolio

Standard 2

Understand correct digitization methods of non-digital media.

- Scanner
- Digital photo

Standard 3

Understand file types and use them appropriately.

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

Standard 4

Use appropriate software for design communication and implementation for job/project completion.

Standard 5

Digital backup and file transfer methods.

- Why a personal digital archive is important.
- Cloud: Dropbox, Google Drive, OneDrive, etc.
- Physical: flash/USB memory, hard drive, SSD, etc.

Standard 6

Understand the importance of a professional web presence

- Social Media portfolio profile (i.e.: Instagram, Behance, Vero, TikTok, etc.)
- Website presence (i.e.: Square, WordPress, Wix, Weebly, etc.)

Performance Skills

Students will demonstrate a knowledge and use of technology when building a digital portfolio.

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 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 3.

Standard 1

Understand and develop collaboration skills.

- Develop a working relationship with a mentor.
- Apply supervisory skills.
- Manage a project and evaluate others.

Standard 2

Understand and demonstrate change management skills.

- Evaluate your career and training goals.
- Identify and apply conflict resolution skills.
- Illustrate an organizational structure.
- Plan and implement a leadership project.

Standard 3

Understand how customer service applies to the workplace.

- Serve as a volunteer in the community.
- Examine workplace ethics: the role of values in making decisions.
- Understand the cost of customer service.
- Develop customer service skills.
- Maximize customer service skills.

Standard 4

Understand and demonstrate career readiness.

- Market your career choice.
- Research resume writing.
- Demonstrate interviewing skills.
- Predict employment trends.
- Re-evaluate career goals and establish long-term goals.
- Construct a job search network.
- Evaluate professional competencies.
- Analyze your entry-level job skills.
- Design and present a lesson plan on an aspect of your careerchoice.
- Write an article for a professional journal in your career area.
- Refine your employment portfolio.

Workplace Skills

- Communication
- Problem Solving
- Teamwork
- Dependability
- Accountability
- Legal requirements/expectations

Skill Certificate Test Points by Strand

This will be updated as soon as the Skills Certificate Test is updated.

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