

Arts and Communication Career Field
Visual Design Primer
 Subject Code: 340310
 Outcome & Competency Descriptions

Course Description:

Visual design takes the form of charts, drawings, boxes and more. In this first course for the Visual Design and Imaging pathway, students gain a perspective of symbols, typography and product output. They acquire basic knowledge of today’s role of graphics in communication industries. Focusing on the consumer, students analyze products and create their own designs for critique. They learn how safety, deadlines, teamwork and ethics relate to the work.

Strand 1. Business Operations/21st Century Skills

Learners apply principles of economics, business management, marketing and employability in an entrepreneur, manager and employee role to the leadership, planning, developing and analyzing of business enterprises related to the career field.

Outcome 1.1. Employability Skills

Develop career awareness and employability skills (e.g., face-to-face, online) needed for gaining and maintaining employment in diverse business settings.

Competencies

- 1.1.1. Identify the knowledge, skills and abilities necessary to succeed in careers.
- 1.1.2. Identify the scope of career opportunities and the requirements for education, training, certification, licensure and experience (e.g., interdependence of technical and artistic elements).
- 1.1.3. Develop a career plan that reflects career interests, pathways and secondary and postsecondary options.
- 1.1.6. Explain the importance of work ethic, accountability and responsibility and demonstrate associated behaviors in fulfilling personal, community and workplace roles.
- 1.1.7. Apply problem-solving and critical-thinking skills to work-related issues when making decisions and formulating solutions.
- 1.1.8. Identify the correlation between emotions, behavior and appearance and manage those to establish and maintain professionalism.
- 1.1.9. Give and receive constructive feedback to improve work habits.

An “X” indicates that the pathway applies to the outcome.

Pathways	X	Media Arts	X	Performing Arts	X	Visual Design
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Outcome 1.2. Leadership and Communications

Process, maintain, evaluate and disseminate information in a business.
 Develop leadership and team building to promote collaboration.

Competencies

- 1.2.2. Deliver formal and informal presentations.
- 1.2.3. Identify and use verbal, nonverbal and active listening skills to communicate effectively.
- 1.2.6. Use proper grammar and expression in all aspects of communication.
- 1.2.8. Identify the strengths, weaknesses and characteristics of leadership styles that influence internal and external workplace relationships.
- 1.2.9. Identify advantages and disadvantages involving digital and/or electronic communications (e.g., common content for large audience, control of tone, speed, cost, lack of non-verbal cues, potential for forwarding information, longevity).

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Outcome 1.3. Business Ethics and Law

Analyze how professional, ethical and legal behavior contributes to continuous improvement in organizational performance and regulatory compliance.

Competencies

- 1.3.2. Follow protocols and practices necessary to maintain a clean, safe and healthy work environment.
- 1.3.3. Use ethical character traits consistent with workplace standards (e.g., honesty, personal integrity, compassion, justice).
- 1.3.5. Access and implement safety compliance measures (e.g., quality assurance information, safety data sheets [SDSs], product safety data sheets [PSDSs], United States Environmental Protection Agency [EPA], United States Occupational Safety and Health Administration [OSHA]) that contribute to the continuous improvement of the organization.
- 1.3.7. Identify the labor laws that affect employment and the consequences of noncompliance for both employee and employer (e.g., harassment, labor, employment, employment interview, testing, minor labor laws, Americans with Disabilities Act, Fair Labor Standards Acts, Equal Employment Opportunity Commission [EEOC]).
- 1.3.8. Verify compliance with computer and intellectual property laws and regulations.

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Outcome 1.4. Knowledge Management and Information Technology

Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations.

Competencies

- 1.4.1. Use office equipment to communicate (e.g., phone, radio equipment, fax machine, scanner, public address systems).
- 1.4.2. Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).
- 1.4.7. Use personal information management and productivity applications to optimize assigned tasks (e.g., lists, calendars, address books).
- 1.4.8. Use electronic media (e.g., social media) to communicate and follow network etiquette guidelines.

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Outcome 1.5. Global Environment

Evaluate how beliefs, values, attitudes and behaviors influence organizational strategies and goals.

Competencies

- 1.5.1. Describe how cultural understanding, cultural intelligence skills and continual awareness are interdependent.
- 1.5.3. Use cultural intelligence to interact with individuals from diverse cultural settings.
- 1.5.8. Identify how multicultural teaming and globalization can foster development of new and improved products and services (e.g., digital) and recognition of new opportunities.

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Outcome 1.6. Business Literacy

Develop foundational skills and knowledge in entrepreneurship, financial literacy and business operations.

Competencies

- 1.6.1. Identify business opportunities.
- 1.6.3. Explain the importance of planning your business.
- 1.6.5. Describe organizational structure, chain of command, the roles and responsibilities of the organizational departments and interdepartmental interactions.
- 1.6.7. Identify the effect of supply and demand on products and services.

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Outcome 1.7. Entrepreneurship/Entrepreneurs

Analyze the environment in which a business operates and the economic factors and opportunities associated with self-employment.

Competencies

- 1.7.7. Create a list of personal strengths, weaknesses, skills and abilities needed to be successful as an entrepreneur.
- 1.7.8. Explain pathways used to become an entrepreneur.
- 1.7.9. Conduct a self-assessment to determine entrepreneurial potential.

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Outcome 1.8. Operations Management

Plan, organize and monitor an organization or department to maximize contribution to organizational goals and objectives.

Competencies

- 1.8.4. Identify alternative actions to take when goals are not met (e.g., changing goals, changing strategies, efficiencies).

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Outcome 1.10. Sales and Marketing

Manage pricing, place, promotion, packaging, positioning and public relations to improve quality customer service.

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Competencies

1.10.2. Determine the customer's needs and identify solutions.

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Strand 2. Design

Learners apply the elements and principles of design and compositional techniques to create works of art and visual layouts for both tactile and digital art forms.

Outcome 2.1. Art Elements and Design Principles

Analyze works of art for the art elements and the design principles needed to create professional products.

Competencies

- 2.1.1. Describe art elements of line, value, color, shape, space, form and texture in various media that are used individually or in combination.
- 2.1.2. Identify specific characteristics (i.e., positive and negative, organic, geometric, quality, weight, direction) of art elements that communicate and express ideas.
- 2.1.3. Determine how and when to apply the principles of design, including unity, variety, balance, movement, emphasis, visual hierarchy and proportion/scale, to communicate ideas.

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Outcome 2.2. Color Theory

Assess the use of color for commercial design.

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- 2.2.1. Explain the science of color perception using the electromagnetic spectrum.
- 2.2.3. Describe how changes to tint, shade, hue, value, intensity and saturation relate to color theory.
- 2.2.7. Compare and contrast additive and subtractive color theory (e.g., RGB, CMYK).
- 2.2.8. Compare and contrast choices using the psychology of color.
- 2.2.9. Critique the use of color schemes (e.g., primary, secondary, tertiary, analogous, complementary, triads, monochromatic) in various media.

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Outcome 2.3. Art Forms

Apply art elements and design principles to create two-dimensional (2D) and three-dimensional (3D) commercial products using various media to communicate the message and evoke the desired audience response.

Competencies

- 2.3.2. Draw in one-point, two-point, multi-point and aerial perspectives.
- 2.3.3. Apply color using pencil, marker, dry media, wet media and digital media.

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Outcome 2.4. Visual Layouts

Create layouts for pre-production and analyze the communicative effects on the commercial product.

Competencies

- 2.4.1. Create thumbnail and rough sketches.
- 2.4.3. Create single and multi-color layouts using images and formats.
- 2.4.5. Differentiate between raster- and vector-based layouts.
- 2.4.6. Apply the components of a comprehensive layout (e.g., color scheme, font, white space, text graphics, frames, headings) according to an overall theme for the product.
- 2.4.12. Evaluate the product in terms of the message or meaning for the targeted audience.

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Outcome 2.5. Typography

Apply typographical elements for a commercial presentation.

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Competencies

- 2.5.1. Select typefaces (e.g., serif, sans serif).
- 2.5.2. Apply typography kerning and leading to typefaces for readability.
- 2.5.3. Use typographic measurements in terms of picas, points, pixels and ems.
- 2.5.4. Mix families of type within a project.
- 2.5.5. Use typography as a primary component of logo design.
- 2.5.7. Assess typography’s effects on message delivery and aesthetics (e.g., limit families, readability).

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Strand 3. Written Content Creation

Learners apply content creation knowledge and skills to use the intended message for entertainment, journalism or marketing purposes.

Outcome 3.1. Career-based Writing

Develop basic skills and knowledge related to fact-, entertainment- and marketing-based copy.

Competencies

- 3.1.1. Analyze the writing content and styles of fact-, entertainment- and marketing-based models.
- 3.1.5. Create copy that emphasizes the central theme through supporting ideas or facts.
- 3.1.10. Select visual imagery to support or enhance copy.

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Outcome 3.4. Market-based Writing

Write concise, creative, memorable, sellable copy for advertising, public relations and proposals.

Competencies

- 3.4.1. Research and analyze trends and local markets for opportunities.
- 3.4.2. Determine the wants and needs of the target audience.
- 3.4.9. Critique advertisements to ensure the achievement of goals and objectives.

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Strand 5. Print Production Process

Learners apply knowledge and skills to produce print or digital products.

Outcome 5.4. Printed Images

Create printed images according to the client's approved proof.

Competencies

5.4.6. Produce copies following project specifications.

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Outcome 5.5. Digital Print Methods

Analyze digital print technologies for digital and offset production.

Competencies

5.5.1. Identify digital printing technologies and uses, including laser, toner-based xerography, ink-based digital and wide-format inkjet.

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Strand 6. Digital Design

Learners apply knowledge and skills of digital design to manipulate and animate new and existing audio, video or photo images to create graphics for internet, broadcast, mobile and other multimedia applications.

Outcome 6.1. Content Management

Import, store, export and manage digital assets.

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- 6.1.4. Import media into the selected application.
- 6.1.6. Convert file formats for use in editing software and other applications.

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Outcome 6.2. Scanning

Apply scanning techniques and procedures to capture images for design.

Competencies

- 6.2.1. Describe the relationship between lines per inch (LPI) and dots per inch (DPI).
- 6.2.2. Describe the relationship between resolution and file size.
- 6.2.4. Scan images.
- 6.2.5. Save images in various modes, resolutions and formats.
- 6.2.6. Scale, size and adjust file resolution for multiple uses.

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Outcome 6.3. Graphics

Create and manipulate two-dimensional (2D) and three-dimensional (3D) digital graphics.

Competencies

- 6.3.1. Draw digital graphics.
- 6.3.2. Manipulate the attributes of graphics (e.g., color, shape, size, texture).
- 6.3.3. Arrange graphics using layers.
- 6.3.4. Select a graphic file format based on compression, resolution and file size.
- 6.3.5. Optimize and export graphic files for intended use.

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Outcome 6.5. Web Page Design

Design and create webpages to appeal to the end user.

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6.5.1. Identify how different devices, browsers and operating systems affect the look of a web page.

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