Arts and Communication Career Field
Visual Creation
Subject Code: 340315
Outcome & Competency Descriptions

Course Description:
A keen eye for detail, art elements, design principles and styles of art are essential to the world of visual communications. Students learn proper composition with such principles as color theory, typography and drawing. They create designs targeted for the Internet and for two– or three–dimensional products while adhering to copyright laws and deadlines.

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.
1.1.4.   Describe the role and function of professional organizations, industry associations and organized labor and use networking techniques to develop and maintain professional relationships.
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.
1.1.12. Identify healthy lifestyles that reduce the risk of chronic disease, unsafe habits and abusive behavior.

An "X" indicates that the pathway applies to the outcome.

Pathways	X	Media Arts	X	Performing Arts	X	Visual Design

Outcome 1.2. Leadership and Communications
Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.

Competencies

1.2.1.   Extract relevant, valid information from materials and cite sources of information (e.g., First Amendment, Freedom of Information Act).

1.2.2.   Deliver formal and informal presentations.

1.2.3.   Identify and use verbal, nonverbal and active listening skills to communicate effectively.

1.2.4.   Use negotiation and conflict–resolution skills to reach solutions.

1.2.5.   Communicate information (e.g., directions, ideas, vision, workplace expectations) for an intended audience and purpose.

1.2.6.   Use proper grammar and expression in all aspects of communication.

1.2.7.   Use problem–solving and consensus–building techniques to draw conclusions and determine next steps.

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).

1.2.10. Use interpersonal skills to provide group leadership, promote collaboration and work in a team (e.g., writer, reporter, designer, director, actor, conductor, technical crew).

1.2.13. Identify stakeholders and solicit their opinions.

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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).

1.3.4.   Identify how federal and state consumer protection laws affect products and services.
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.
1.3.6.   Identify deceptive practices (e.g., bait and switch, identity theft, unlawful door-to-door sales, deceptive service estimates, fraudulent misrepresentations) and their overall impact on organizational performance.

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).
1.4.4.   Use system hardware to support software applications (e.g., innovations in imaging and screen printing).
1.4.5.   Use information technology tools to maintain, secure and monitor business records.
1.4.6.   Use an electronic database to access and create business and technical information.
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

1.5.2. Describe how cultural intelligence skills influence the overall success and survival of an organization.

1.5.4. Recognize barriers in cross–cultural relationships and implement behavioral adjustments.

1.5.5. Recognize the ways in which bias and discrimination may influence productivity and profitability.

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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.

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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

1.7.10. Describe techniques for obtaining experience (e.g., apprenticeship, co–operative [co–op] education, work placement, internship, job shadowing) related to an entrepreneurial objective.

1.7.13. Protect intellectual property and knowledge (e.g., copyright, patent, trademark, trade secrets, processes).

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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

1.8.2. Select and organize resources to develop a product or a service.
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.

Competencies
1.10.1. Identify how the roles of sales, advertising and public relations contribute to a company's brand.
1.10.2. Determine the customer's needs and identify solutions.
1.10.3. Communicate features, benefits and warranties of a product or service to the customer.

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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.
2.1.4. Compare and contrast unity and variety within a design.
2.1.5. Contrast formal/symmetrical, informal/asymmetrical and radial balance.
2.1.6. Observe movement shown through repetition, pattern and rhythm.
2.1.7. Interpret emphasis through contrast, isolation, size and placement.
2.1.8. Identify visual hierarchy used to establish dominance.
2.1.9. Recognize the use of proportion/scale.

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Outcome 2.2. Color Theory
Assess the use of color for commercial design.

Competencies

2.2.1. Explain the science of color perception using the electromagnetic spectrum.

2.2.2. Analyze position in color theory models (e.g., color wheel; Munsell's design relationship among chroma/intensity, value/lightness and hue).

2.2.3. Describe how changes to tint, shade, hue, value, intensity and saturation relate to color theory.

2.2.5. Select color profiles for different mediums (e.g., Red Green Blue [RGB], Cyan Magenta Yellow Key [CMYK], Pantone®, Reference Output Medium Metric [ROMM] RGB, CIE–L*a*B* color space).

2.2.6. Replicate color across multiple mediums accommodating how color changes from the monitor to the final product (e.g., coated and uncoated papers, metallic, color–calibrated monitors).

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

2.3.1. Render a proportionately correct portrait and figure drawing.

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.

2.3.4. Demonstrate shape, volume, depth and dimension.

2.3.7. Create a 3D design according to specific measurements using drawing, cutting, scoring and bonding techniques.

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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.
2.4.5. 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.
2.4.7. Determine composition, formal qualities, scale and use of space.
2.4.8. Apply compositional techniques, including rule of thirds, use of a grid system, 180-degree rule, framing, fill frame, pyramid, strong center of interest and aspect ratio.
2.4.9. Create visual continuity among a variety of products.
2.4.10. Determine how the technical characteristics of the print medium affect content and style.
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.

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.
2.5.6. Determine the effect of various font types on operating systems.
2.5.7. Assess typography's effects on message delivery and aesthetics (e.g., limit families, readability).

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Pathways		Media Arts		Performing Arts	X	Visual Design

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
3.1.8.   Meet word count and organization-sensitive requirements.
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.
3.4.3.   Communicate brand image and product value.
3.4.5.   Synthesize ideas for primary and secondary messages.
3.4.9.   Critique advertisements to ensure the achievement of goals and objectives.

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Strand 4. **Audio, Video and Photo Imaging**
Learners apply knowledge and skills of photography and videography to capture, engineer and manipulate audio, images and video for a media production.

Outcome 4.5. **Photography**
Capture and edit still images for commercial purposes.

Competencies
4.5.1.   Analyze the capabilities of different image capturing devices.
4.5.9.   Modify images through sizing, cropping and output resolution.

4.5.13. Integrate image capture with post–production processes.

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Strand 5.   **Print Production Process**
Learners apply knowledge and skills to produce print or digital products.

Outcome 5.1. File Preflight
Preflight files before printing.

Competencies
5.1.4.   Examine font and picture usage for mapping, alignment, linking and resolution issues.

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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.

Competencies
6.1.4.   Import media into the selected application.
6.1.6.   Convert file formats for use in editing software and other applications.
6.1.7.   Export media in the appropriate format for delivery.
6.1.8.   Manage digital assets through organizational techniques (e.g., metadata, keywords,
         file/folder structure, name conventions).

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Outcome 6.2. Scanning

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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.

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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.
6.3.3.   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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