

This document lists units and competencies addressed by each module.  
For introduced competencies, the addressed descriptors are also listed.

G10: by the end of grade 10    G12: by the end of grade 12

I: Introduced    R: Reinforced    P: Proficient

## Summary

Module #	Module Name	# Items
1	Career Information and Employability	20
2	Business Processes; Legal and Ethical Aspects; Communication	26
3	Health and Safety	20
4	Visual Design Survey Module	24
5	Digital Media Design & Layout	26
6	Prepress and Imaging technologies	26
7	Acquire Moving or Still Images	20

## Module 1            Career Information and Employability

Unit 1	Career Exploration and Development	G10	G12
01.01	Explore career pathways in arts and communication.		I
03	Identify the professional organizations and associations that directly affect a pathway of interest.		
01.02	Compare and contrast the performance skills of individuals in the media, visual and performing arts.		I
01	Identify the role and function of individuals in each pathway (technical and non-technical).		
02	Identify the areas of specialization and related occupations.		
03	Explore the types of work techniques, processes and procedures a typical individual in each pathway might be called on to perform.		
07	Describe the interrelationships between media, visual design and imaging and performing arts.		
Unit 2	Personal Employability Traits	G10	G12
02.01	Demonstrate the ability to seek and apply for employment.		P
02.02	Demonstrate positive work behaviors and personal qualities.		P
02.03	Apply problem solving and critical thinking techniques to workplace situations.		I
02	Combine critical thinking and team-building skills to solve problems.		
04	Adjust plans/schedules to respond to unexpected events and conditions.		
02.04	Demonstrate the ability to lead or work on a team.		I
05	Perform responsibly as a team member/leader.		
Number of Items in Module 1 = Number of Minutes to Allow =			20

## **Module 2            Business Processes; Legal and Ethical Aspects; Communication**

Unit 3	Business Processes	G10	G12
03.03	Examine written documents to direct the work. 02 Interpret work orders, including change order requests.		I
03.05	Apply marketing techniques. 06 Merchandise products and services.		I
03.06	Develop promotional materials. 04 Utilize persuasive language and imagery. 07 Utilize appropriate technology.		I
03.07	Demonstrate customer service and sales techniques. 01 Identify internal and external customer needs. 08 Handle customer complaints. 09 Prospect new customers.		I
03.09	Explain the major measures used to manage and improve performance. 05 Benchmark performance against competitors and the general industry.		I
03.10	Demonstrate the efficient use of technology. 01 Operate office technology (e.g., email, fax, phones, personal information managers). 02 Create documents using a computer (e.g., text document, spreadsheet, database). 03 Access and conduct research using the Internet.		I
Unit 5	Legal and Ethical Aspects	G10	G12
05.01	Explain the laws and regulations governing information gathering and media production.		P
05.02	Identify the influence of media, arts and performances on society. 01 Describe the degree of influence the visual design and imaging, media and performing arts have on individuals and society. 04 Assess the implications of ethical and unethical behavior (e.g., plagiarism, confidentiality, use of anonymous sources).		I
Unit 16	Writing and Communication	G10	G12
16.01	Deliver formal and informal presentations that demonstrate organization and delivery skill.		P
16.02	Apply active listening skills to obtain and clarify information provided in oral communications.		P
16.04	Use appropriate grammar and spelling.		P
16.05	Use visual imagery to support communication.		P
16.06	Match a product to the audience. 01 Identify the existing and target audiences.		I
Number of Items in Module 2 = Number of Minutes to Allow =			26

### Module 3 Health and Safety

Unit 4	Health and Safety	G10	G12
04.01	Maintain general safety in accordance with established regulations, health standards and best practices.		P
04.02	Demonstrate ergonomic practices associated with the arts and communications industry.		I
	01 Demonstrate appropriate body mechanics to prevent repetitive motion and stress injuries.		
	02 Demonstrate appropriate body mechanics in lifting and moving heavy objects.		
04.04	Handle hazardous materials in accordance with government regulations and health standards.		P
Number of Items in Module 3 = Number of Minutes to Allow =			20

### Module 4 Visual Design Survey Module

Unit 6	Visual Design	G10	G12
06.01	Analyze the elements and principles of visual art forms.		I
	03 Identify use of primary, secondary and complementary colors in various media.		
06.03	Critique various elements of design.		I
	03 Design compositions that demonstrate competence in the use of positive and negative space, dominance, sub dominance and subordinates, formal balance, unity, repetition and informal balance.		
06.04	Explain color theory and the use of color processes.		I
	01 Explain fundamental color perception theory (e.g., reflection, frequencies, metamerism, electromagnetic spectrum, incident light, refraction factors).		
06.05	Assess art elements and principles of two-dimensional forms.		I
	01 Apply elements of art, including line, color, shape and texture.		
	05 Create work that demonstrates shape, volume, depth and dimension.		
06.08	Analyze web page parameters and usage.		I
	01 Differentiate between a client and a server.		
Unit 7	Digital Media Design	G10	G12
07.02	Examine and apply visual style guidelines and design layouts.		I
	04 Enhance images.		
Unit 8	Layout	G10	G12
08.02	Assess typographical elements.		P
08.03	Utilize desktop publishing systems to design layouts.		I
	02 Compare and contrast page layout programs.		

Unit 9	Prepress and Image Generation	G10	G12
09.01	Demonstrate image generation operations.		I
02	Apply color management and color models.		
04	Utilize register marks, color bars, page information, etc.		
09.02	Preflight files.		I
01	Proofread layout.		
06	Adjust trapping for correct color overlap.		
Unit 10	Imaging Technologies	G10	G12
10.01	Set up substrate and image control systems for conventional printing and digital printing.		I
01	Explain fundamental color perception theory (e.g., reflection, frequencies, metamerism, electromagnetic spectrum, incident light, refraction factors).		
04	Maintain conductivity and pH levels for conventional printing.		
Unit 12	Post Image Transfer	G10	G12
12.02	Identify specifications for finishing techniques.		I
05	Identify requirements for saddle and flat stitching.		
Unit 13	Acquire Moving or Still Images	G10	G12
13.01	Apply principles of design and composition.		I
01	Explain the use of texture, color, shape and balance.		
02	Demonstrate the importance of compositional techniques including "rule of thirds," "crossing the line (180 degree rule)," framing and aspect ratio.		
13.09	Demonstrate post-capture image manipulation techniques.		I
02	Demonstrate sizing/cropping techniques.		
03	Demonstrate image enhancement and digital retouching techniques.		
Number of Items in Module 4 = Number of Minutes to Allow =			24

## Module 5 Digital Media Design & Layout

Unit 6	Visual Design	G10	G12
06.01	Analyze the elements and principles of visual art forms.		I
02	Identify art elements, including line, color, shape and texture in various media.		
04	Define tint, shade, hue and value in relation to color theory.		
05	Identify standard geometric shapes used in construction and design layout.		
06.02	Analyze the communicative effects of art elements.		I
03	Compare asymmetrical and symmetrical images communicating balance.		
06.03	Critique various elements of design.		I
01	Define the principles of design (e.g., emphasis, unity, balance, proportion, rhythm).		
03	Design compositions that demonstrate competence in the use of positive and negative space, dominance, sub dominance and subordinates, formal balance, unity, repetition and informal balance.		
06.05	Assess art elements and principles of two-dimensional forms.		I
02	Render a skeletal image with muscle mass.		
04	Create work by applying color using pencils, markers, airbrush, dry media, water-based media, oil-based media or software.		
06.07	Demonstrate basic art studio skills.		I
01	Perform basic measurement functions.		
02	Use and maintain drawing instruments.		
Unit 8	Layout	G10	G12
08.01	Create visual layouts.		P
08.02	Assess typographical elements.		P
08.03	Utilize desktop publishing systems to design layouts.		I
02	Compare and contrast page layout programs.		
03	Demonstrate raster and vector applications.		
Number of Items in Module 5 = Number of Minutes to Allow =			26

## Module 6 Prepress and Imaging technologies

Unit 9	Prepress and Image Generation	G10	G12
09.01	Demonstrate image generation operations.		I
	03 Manage output factors (e.g., resolution, file management, device specific).		
	04 Utilize register marks, color bars, page information, etc.		
09.02	Preflight files.		I
	01 Proofread layout.		
	04 Check links to graphic elements.		
	05 Examine file format for export.		
09.03	Analyze image carrier generation.		I
	01 Compare and contrast image carrier generation methods (e.g., computer to plate, film based, screen, flexography).		
09.04	Analyze color proofs for prepress operations.		I
	01 Identify color shift, dot gain, trapping and gray balance.		
	02 Identify color correction factors.		
Unit 10	Imaging Technologies	G10	G12
10.01	Set up substrate and image control systems for conventional printing and digital printing.		I
	01 Explain fundamental color perception theory (e.g., reflection, frequencies, metamerism, electromagnetic spectrum, incident light, refraction factors).		
	02 Describe transport pathways.		
	03 Analyze color matching specifications (e.g., Pantone system).		
	07 Set up and adjust register systems.		
	08 Compare and contrast image transfer methods.		
10.02	Create printed images according to the customer's signed proof.		I
	02 Interpret color bars.		
	05 Analyze and maintain print quality.		
Unit 12	Post Image Transfer	G10	G12
12.01	Evaluate post image transfer finishing methods.		P
12.02	Identify specifications for finishing techniques.		I
	01 Explain specifications for folding and utilizing imposition dummies.		
	03 Explain specifications for scoring and perforating.		
	05 Identify requirements for saddle and flat stitching.		
Number of Items in Module 6 = Number of Minutes to Allow =			26

## Module 7 Acquire Moving or Still Images

Unit 7	Digital Media Design	G10	G12
07.01	Assess multimedia applications of software and hardware for the purposes of visual communications.		I
	03 Export media in the appropriate format for delivery.		
07.02	Examine and apply visual style guidelines and design layouts.		I
	01 Integrate special effects techniques with digital photography imagery.		
	02 Describe how the technical limitations of the medium affect content and style.		
	03 Define color-editing capabilities.		
	04 Enhance images.		
07.04	Analyze the effects of interactive multimedia on graphic design.		I
	01 Identify the media elements (e.g., sound, video, graphics, text, animation).		
Unit 13	Acquire Moving or Still Images	G10	G12
13.01	Apply principles of design and composition.		I
	02 Demonstrate the importance of compositional techniques including "rule of thirds," "crossing the line (180 degree rule)," framing and aspect ratio.		
	05 Describe techniques for perspective (i.e., creating the illusion of depth).		
13.03	Demonstrate scanning techniques and procedures.		I
	03 Identify the relationship between resolution and file size.		
13.04	Calibrate equipment.		I
	03 Calibrate a camera (e.g., white balance, f/stop, iris, camera control unit).		
13.09	Demonstrate post-capture image manipulation techniques.		I
	01 Demonstrate color balancing techniques.		
	03 Demonstrate image enhancement and digital retouching techniques.		
	04 Demonstrate digital file management techniques.		
Number of Items in Module 7 = Number of Minutes to Allow =			20