

# Career & Technical Education | Arts & Communication

## Introduction to Visual Arts

**Subject Code: 340310**

### Outcome & Competency Descriptions

#### Course Description:

Visual design takes the form of charts, drawings, consumer products, and more. In this course, students gain a are introduced to symbols, typography, and product output. They learn about opportunities in the graphics, design, and communication industries. Focusing on the consumer, students analyze products and create their own designs for critique. They learn how safety, efficiency, timeliness, 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.
- 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.
- 1.1.5. Develop strategies for self-promotion in the hiring process (e.g., filling out job applications, resumé writing, interviewing skills, portfolio development).
- 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.
- 1.1.10. Adapt personal coping skills to adjust to taxing workplace demands.

- 1.1.11. Recognize different cultural beliefs and practices in the workplace and demonstrate respect for them.
- 1.1.12. Identify healthy lifestyles that reduce the risk of chronic disease, unsafe habits, and abusive behavior.

**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.
- 1.2.4. 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.
- 1.2.7. 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.
- 1.2.11. Write professional correspondence, documents, job applications, and resumé.
- 1.2.12. Use technical writing skills to complete forms and create reports.
- 1.2.13. Identify stakeholders and solicit their opinions.

**Outcome: 1.6. Business Literacy**

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

**Competencies**

- 1.6.5. Describe organizational structure, chain of command, the roles and responsibilities of the organizational departments, and interdepartmental interactions.

**Outcome: 1.7. Entrepreneurship/Entrepreneurs**

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

**Competencies**

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

**Outcome: 1.10. Sales and Marketing**

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

## **Competencies**

- 1.10.2. Determine the customer's needs and identify solutions.
- 1.10.5. Monitor customer expectations and determine product/services satisfaction by using measurement tools.

## **Outcome: 1.12. Cyber Hygiene**

Apply digital information security principles to keep information secure.

## **Competencies**

- 1.12.1. Identify the purpose and practices of Cyber Hygiene.
- 1.12.2. Differentiate between appropriate and inappropriate information.
- 1.12.3. Interpret security policies through job specific training and training updates.
- 1.12.4. Apply secure password behavior.
- 1.12.5. Apply physical and virtual situational awareness (e.g., clean desk policies, shoulder surfing, social engineering, tailgating).

## **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.**

##### **Arts 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, variety, unity, balance, symmetry) 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. Identify, compare, and contrast unity and variety within a design (e.g., formal/symmetrical, informal/asymmetrical, and radial balance).
- 2.1.6. Interpret emphasis through contrast, isolation, size, and placement.
- 2.1.7. Identify visual hierarchy used to establish dominance.
- 2.1.8. Recognize the use of proportion/scale.

#### **Outcome: 2.2.**

##### **Color Theory**

Assess the use of color for commercial design.

##### **Competencies**

- 2.2.2. Choose color pairings with regard to ADA compliance, color visibility, readability, and accessibility.
- 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 media 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.

**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. Render 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.
- 2.3.5. Employ techniques that produce actual and implied texture (e.g., filters, embroidery, embossing, clay, wax, wood, metal).
- 2.3.6. Select the material based on its characteristics (e.g., design, construction, maintenance, care of product) for the intended use.
- 2.3.7. Create a 3D design according to specific measurements using drawing, cutting, scoring, and bonding techniques.

**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.
- 2.4.2. Apply the proper color profile for the final output.
- 2.4.3. Create single and multi-color layouts using images and formats.
- 2.4.4. Use process color and spot color separations.
- 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.

- 2.4.11. Calculate finishing requirements in a layout (e.g., registration marks, bleed, slugs).
- 2.4.12. Evaluate the product in terms of the message or meaning for the targeted audience.

**Outcome: 2.5.      Typography**

Apply typographical elements for a commercial presentation.

**Competencies**

- 2.5.1. Select typefaces for relevant applications.
- 2.5.2. Apply typography kerning, leading, and hierarchy for readability and accessibility.
- 2.5.3. Use typographic measurements in terms of picas, points, pixels, and ems.
- 2.5.4. Apply multiple 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).

**Outcome: 2.6.      UX/UI Design**

Develop basic skills and knowledge of the UX/UI (User Experience/User Interface) design process.

**Competencies**

- 2.6.1. Understand the UX/UI design process (e.g. vision, journey mapping, wireframing, prototyping, strategizing) for the targeted platform (e.g. graphics, applications, programming).
- 2.6.8. Draft, design, and utilize design prototypes (low-fidelity, high-fidelity) to guide the design process.
- 2.6.10. Understand how the use of appropriate iconography impacts user experience
- 2.6.11. Understand various design methodologies (Bottom-Up, Top-Down, Agile) and evaluate their strengths and weaknesses.
- 2.6.12. Describe how attention, memory, perception, conditioning, and learning define the user experience and affects their actions.
- 2.6.13. Describe how usability heuristics develop a better experience for the end-user.

### **Strand 3.                      Written Content Creation**

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

**Outcome: 3.5.              Social Media**  
Develop content for social media.

#### **Competencies**

- 3.5.1.    Describe the similarities and differences between social media platforms.
- 3.5.5.    Create content tailored to a specific social media platform.

**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 media production.

**Outcome: 4.5. Photography**

Capture and edit still images for commercial purposes.

**Competencies**

- 4.5.17. Produce or modify story elements such as mood, tone, and theme to tell a coherent story through images.



## **Strand 5. Print Production Process**

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

### **Outcome: 5.5. Digital Print Methods**

Analyze digital print technologies for digital and offset production.

#### **Competencies**

5.5.12. Determine artwork capabilities for reproduction.