

# Career & Technical Education | Arts & Communication

## Visual Creation

**Subject Code: 340315**

### Outcome & Competency Descriptions

#### Course Description:

Students learn theories and techniques to apply to graphic design. Students learn proper composition principles in color theory, typography, and drawing. They create designs 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.
- 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**

- 1.2.1. Extract relevant, valid information from materials and cite sources of information.
- 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.
- 1.2.11. Write professional correspondence, documents, job applications, and resumés.
- 1.2.12. Use technical writing skills to complete forms and create reports.
- 1.2.13. Identify stakeholders and solicit their opinions.

**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.
- 1.3.5. 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.

**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**

- 1.4.3. Verify compliance with security rules, regulations, and codes (e.g., property, privacy, access, accuracy issues, client, and patient record confidentiality) pertaining to technology specific to the industry pathway.
- 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 to communicate and follow network etiquette guidelines.

**Outcome: 1.6.****Business Literacy**

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

**Competencies**

- 1.6.1. Identify business opportunities.
- 1.6.9. Explain how the performance of an employee, a department, and an organization is assessed.
- 1.6.12. Describe classifications of employee benefits, rights, deductions, and compensations.

**Outcome: 1.7.****Entrepreneurship/Entrepreneurs**

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

**Competencies**

- 1.7.5. Develop a business plan.
- 1.7.7. Create a list of personal strengths, weaknesses, skills, and abilities needed to be successful as an entrepreneur.
- 1.7.13. Protect intellectual property and knowledge (e.g., copyright, patent, trademark, trade secrets, processes).

**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.

**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.

## **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).
- 2.1.5. Observe movement shown through repetition, pattern, and rhythm.
- 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).

- 2.2.8. 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).
- 2.3.7. 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.
- 2.4.3. 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.
- 2.4.7. 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.

**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).
- 2.6.2. Conduct and analyze research (focus testing, beta testing) with the end user in mind.
- 2.6.9. Design or select appropriate icons for specific user interaction elements.
- 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 3.1.**

#### **Career-Based Writing**

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

### **Competencies**

3.1.10. Select visual imagery to support or enhance copy.



#### **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: 4.4. Lighting**

Measure and manipulate lighting based on the characteristics and properties of light.

##### **Competencies**

- 4.4.1. Measure light levels in camera and using hand-held devices.
- 4.4.2. Determine the color temperature that is appropriate for the environment.
- 4.4.4. Implement lighting techniques (e.g., four-point, bounce, high-key, low-key, cross-key, mixed) to produce specific effects.

#### **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.

## **Strand 7.**

### **Performance**

Learners apply knowledge and skills for performance, including roles, processes, procedures, and production design.

## **Outcome: 7.2.**

### **Genres**

Analyze and critique the stylistic differences among genres.

### **Competencies**

- 7.2.1 Describe, compare, and contrast various styles and traditions.
- 7.2.2 Identify and compare the lives, works, and influence of significant individuals in various cultures, traditions, and historical periods.
- 7.2.3 Compare and contrast characteristics (e.g., technique, form, content) of genres from a particular time period or area of influence.