

# Commercial Art 1

Exam Information	Description																				
<b>Exam Number</b> <b>530</b>	<p>The Commercial Art 1 industry certification exam assesses learners' understanding of the general principles and techniques for effective visual communication in illustration and graphic design. It evaluates proficiency in applied art media, including drawing, painting, and computer graphics.</p>																				
<b>Items</b> <b>31</b>																					
<b>Points</b> <b>43</b>	<b>Exam Blueprint</b>																				
<b>Prerequisites</b> <b>None</b>	<table> <tr> <th>Standard</th><th>Percentage of exam</th></tr> <tr> <td>1. Job Standards</td><td>5%</td></tr> <tr> <td>2. Brainstorming and the Creative Process</td><td>7%</td></tr> <tr> <td>3. Drawing Techniques</td><td>12%</td></tr> <tr> <td>4. Typography Techniques</td><td>16%</td></tr> <tr> <td>5. Color Techniques</td><td>19%</td></tr> <tr> <td>6. Basic Design Principles</td><td>26%</td></tr> <tr> <td>7. Safe Practices</td><td>2%</td></tr> <tr> <td>8. Copyright, Ethics, and Legal Issues</td><td>7%</td></tr> <tr> <td>9. Career Readiness</td><td>7%</td></tr> </table>	Standard	Percentage of exam	1. Job Standards	5%	2. Brainstorming and the Creative Process	7%	3. Drawing Techniques	12%	4. Typography Techniques	16%	5. Color Techniques	19%	6. Basic Design Principles	26%	7. Safe Practices	2%	8. Copyright, Ethics, and Legal Issues	7%	9. Career Readiness	7%
Standard	Percentage of exam																				
1. Job Standards	5%																				
2. Brainstorming and the Creative Process	7%																				
3. Drawing Techniques	12%																				
4. Typography Techniques	16%																				
5. Color Techniques	19%																				
6. Basic Design Principles	26%																				
7. Safe Practices	2%																				
8. Copyright, Ethics, and Legal Issues	7%																				
9. Career Readiness	7%																				
<b>Recommended course length</b> <b>One semester</b>																					
<b>National Career Cluster</b> <b>Arts, A/V Technology &amp; Communications</b>																					
<b>Performance standards</b> <b>Included (Optional)</b>																					
<b>Certificate available</b> <b>Yes</b>																					

## Standard 1

Students will be able to understand commercial art job standards.

**Objective 1** Demonstrate knowledge of commercial art careers, job standards, and professional development, and explore higher education and career opportunities.

1. Advertising design
2. Art Direction
3. Cartooning
4. Animation (Character and Concept Design)
5. Website design (UI/UX Designer, etc.)
6. Graphic design (Branding, Logos, Layout, etc.)
7. Illustration

**Objective 2** Demonstrate typical standards.

1. Identify a target audience – age, gender, culture, education, income, ethnic or religious background, etc.
2. Analysis and critique of current styles
3. Know how to use appropriate existing material (i.e. references for artwork and stock images)

**Objective 3** Understand the importance of portfolios, such as promoting your own work to a potential employer or client.

**Standard 1 Performance Evaluation included below (Optional)**

## Standard 2

Students will be able to understand brainstorming and its purpose in the creative process.

**Objective 1** Understand how to research ideas and current trends (color, typography, graphics, etc.) using various resources such as:

1. Websites (ex: <https://www.commartarts.com/>)
2. Print media
3. Retail locations
4. Focus groups

**Objective 2** Brainstorm ideas and explore composition through the use of thumbnail sketches.

**Objective 3** Understand how to give and apply feedback.

## Standard 2 Performance Evaluation included below (Optional)

### Standard 3

Students will be able to understand and demonstrate proper drawing techniques.

**Objective 1** Use strategies to measure correct proportional relationships between paper and objects being drawn.

**Objective 2** Demonstrate expertise in drawing objects from observation.

1. Understand and demonstrate form and shading (highlight, half-tones, core shadow, reflected light, cast shadow, etc.).
2. Understand and demonstrate an ability to draw three-dimensional objects on a two-dimensional picture plane.
3. Understand and demonstrate an ability to use overlapping, size, placement, and value to show depth.

## Standard 3 Performance Evaluation included below (Optional)

### Standard 4

Students will be able to understand and demonstrate proper typography techniques.

**Objective 1** Identify and correctly use type from the following type classifications.

1. Serif
2. Sans serif
3. Script
4. Decorative

**Objective 2** Know and use typography vocabulary.

1. Cap height
2. Baseline
3. X-height
4. Point size
5. Upper and lower case
6. Ascender and descender
7. Regular and boldface
8. Condensed and expanded
9. Italic and cursive
10. Understand the difference between: Font, text, type, and type style
11. Understand the difference between: Justified, unjustified, ragged left, and ragged right
12. Readability

## Standard 4 Performance Evaluation included below (Optional)

### Standard 5

Students will be able to understand proper color techniques.

#### **Objective 1** Understand different color theories.

1. Light – RGB
2. Pigment – RYB
3. Print – CMYK

#### **Objective 2** Understand color organization and the color modes.

1. Primary colors
2. Secondary colors
3. Intermediate/tertiary colors
4. Neutrals
5. Warm and cool colors

#### **Objective 3** Identify color schemes.

1. Monochromatic
2. Complimentary
3. Analogous
4. Triadic

#### **Objective 4** Understand values and how to use them in project work.

1. Value scale
2. Tints
3. Tones
4. Shades

#### **Objective 5** Understand the properties of color.

1. Hue
2. Value
3. Intensity/saturation
4. Transparent vs. Opaque color

## Standard 5 Performance Evaluation included below (Optional)

### Standard 6

Students will be able to understand and demonstrate basic design principles.

**Objective 1** Understand, recognize, utilize, and communicate with the elements of design.

1. Line
2. Shape
3. Value
4. Form
5. Texture
6. Color
7. Space

**Objective 2** Understand, recognize, utilize, and communicate with the principles of design.

1. Balance – Symmetrical/Asymmetrical/Radial
2. Emphasis/Focal Point
3. Rhythm/Repetition/Pattern
4. Scale/Proportion
5. Unity vs. Variety
6. Contrast
7. Movement/Directional Forces

**Objective 3** Understand the elements of a composition.

1. Demonstrate an ability to recognize, utilize, and communicate with the elements of design.
2. Demonstrate an ability to recognize, utilize, and communicate with the principles of design.
3. Uses Elements of Composition in a project.

**Standard 6 Performance Evaluation included below (Optional)**

## Standard 7

Students will be able to demonstrate safe practices.

**Objective 1** Identify and use proper safety techniques

1. Identify hazardous chemicals and solvents, materials, their proper handling, ventilation, disposal, and safety procedures, if an accident occurs, as applicable in your classroom.
2. Safety training as applicable
3. Maintain a safe and orderly work area
4. Report classroom, environment, or safety equipment, problems, and violations to the instructor.

**Objective 2** Avoid repetitive stress injuries.

1. Good posture
2. Keep wrists straight

3. Take breaks
4. Stretch and strengthen
5. Position of monitor, keyboard, and mouse

## **Standard 7 Performance Evaluation included below (Optional)**

### **Standard 8**

Students will be able to understand and practice copyright laws, ethics, and legal issues dealing with photography as identified in United States Code Title 17 Chapter 1 Section 101.

#### **Objective 1** Define copyright.

1. Intellectual Property: Original work is protected by US Copyright as soon as created can include audiovisual works, computer programs, pictorial, graphic, and sculptural works, visual art, drama, choreography, and words.
2. Creating copyrights by registering with the U.S. Copyright Office through the Library of Congress
3. Public Domain vs Creative Commons
4. Fair Use

#### **Objective 2** Understanding copyright law and practicing ethics.

1. Practice ethics and rules governing photojournalism (i.e. Editorial content must not be changed)
2. Who owns the copyright: work-for-hire, freelance, in-house, etc.
3. Practice correct usage of copyright laws (i.e. the right to reproduce, manipulate, distribute, plagiarize, or exhibit the creator's work outside of fair use provisions).
4. Limitations: Time, Portion (Media-based usage), Text material, Copying, and Distribution.
5. Demonstrate understanding of ethics related to social and legal issues in subject choice (i.e. model releases, image appropriateness, and cultural sensitivity).

#### **Objective 3** Understanding copyright and trademark symbols.

1. Understand ®, ©, ™, and watermark

## **Standard 8 Performance Evaluation included below (Optional)**

### **Standard 9**

Students will understand the importance of career readiness skills as it relates to the workplace and outlined in the SkillsUSA Framework – Level 1.

#### **Objective 1** Understand and demonstrate the attitude of cooperation.

1. Develop awareness of cultural diversity and equality issues.
2. Demonstrate effective communication with others.
3. Apply team skills to a group project.
4. Identify and apply conflict resolution skills.

**Objective 2** Understand and demonstrate the ability to be resourceful and innovative.

1. Discover self-motivation techniques and establish short-term goals.
2. Measure/modify short-term goals.
3. Review a professional journal and develop a three- to five-minute presentation.

**Objective 3** Plan for your future career.

1. Complete a self-assessment and identify individual learning styles.
2. Define future occupations.
3. Identify the components of an employment portfolio.
4. List proficiency in program competencies.
5. Complete a survey for employment opportunities.
6. Create a job application.
7. Assemble your employment portfolio.
8. Employability skills: evaluate program comprehension.

**Objective 4** Understand and demonstrate the ability to manage a project.

1. Apply team skills to a group project.
2. Observe and critique a meeting.
3. Demonstrate business meeting skills.
4. Explore supervisory and management roles in an organization.
5. Identify and apply conflict resolution skills.
6. Demonstrate evaluation skills.
7. Manage a project and evaluate others.

**Standard 9 Performance Evaluation included below (Optional)**

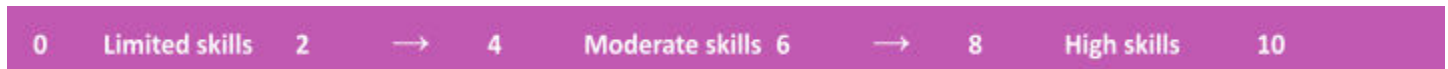
### **Commercial Art 1**

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of 8 or higher on the rating scale. Students may be encouraged to repeat the objectives until they average 8 or higher.

**Student's Name:** \_\_\_\_\_

**Class:** \_\_\_\_\_

## Performance standards rating scale



### Standard 1 – Job Standards

**Score:**

- Understand commercial art job standards.
  - Demonstrate knowledge of the various kinds of jobs in the commercial art field and focus on local vocational opportunities.
  - Understand the importance of portfolios, such as promoting your own work to a potential employer or client.

### Standard 2 – Brainstorming and the Creative Process

**Score:**

- Understand brainstorming and its purpose in the creative process.
  - Understand how to research ideas and current trends (color, typography, graphics, etc.) using various resources.
  - Brainstorm ideas and explore composition through the use of thumbnail sketches.

### Standard 3 – Drawing Techniques

**Score:**

- Understand and demonstrate proper drawing techniques.
  - Use strategies to measure correct proportional relationships between paper and objects being drawn.
  - Demonstrate expertise in drawing objects from observation.

### Standard 4 – Typography Techniques

**Score:**

- Understand and demonstrate proper typography techniques.
  - Identify and correctly use types from the different type classifications.
  - Know and use the vocabulary of typography.

### Standard 5 – Color Techniques

**Score:**

- Understand and demonstrate proper color techniques.
  - Demonstrate a knowledge of color theory.
  - Demonstrate a knowledge of color organization.
  - Identify color schemes.
  - Demonstrate a working knowledge of values and use them in project work.
  - Demonstrate a knowledge of the properties of color.

### Standard 6 – Basic Design Principles

**Score:**

- Understand and demonstrate basic design principles.
  - Demonstrate an ability to recognize, utilize, and communicate with the elements of design.
  - Demonstrate an ability to recognize, utilize, and communicate with the principles of design.
  - Uses Elements of Composition in a project.

### Standard 7 – Safe Practices

**Score:**

- Demonstrate safe practices and how to avoid repetitive stress injuries.



**Standard 8 – Copyright, Ethics, and Legal Issues****Score:**

- Create projects that align with the rules that govern intellectual property.

**Standard 9 – Copyright, Ethics, and Legal Issues****Score:**

- Create projects that align with the rules that govern intellectual property.

**Performance standard average score:****Evaluator Name:** \_\_\_\_\_**Evaluator Title:** \_\_\_\_\_**Evaluator Signature:** \_\_\_\_\_**Date:** \_\_\_\_\_