

# Commercial Art 2

Exam Information	Description																								
<b>Exam number</b> <b>532</b>	<p>The Commercial Art 2 industry certification exam assesses learners' understanding of the general principles and techniques for effective visual communication in illustration and/or graphic design. Learners will be tested on their knowledge of software used in concept design, layout, various techniques, and media.</p>																								
<b>Items</b> <b>37</b>																									
<b>Points</b> <b>44</b>	<b>Exam Blueprint</b>																								
<b>Prerequisites</b> <b>Commercial Art 1</b>	<table> <tr> <th>Standard</th><th>Percentage of exam</th></tr> <tr> <td>1. Professional Standards</td><td>9%</td></tr> <tr> <td>2. Design Principles</td><td>11%</td></tr> <tr> <td>3. Layout and Composition Techniques</td><td>11%</td></tr> <tr> <td>4. Color Theory</td><td>16%</td></tr> <tr> <td>5. Typography Techniques</td><td>14%</td></tr> <tr> <td>6. Computer Technology</td><td>18%</td></tr> <tr> <td>7. Vocabulary</td><td>5%</td></tr> <tr> <td>8. Employability and Work Habits</td><td>2%</td></tr> <tr> <td>9. Safe Practices</td><td>5%</td></tr> <tr> <td>10. Copyright, Ethics, and Legal Issues</td><td>7%</td></tr> <tr> <td>11. Career Readiness</td><td>2%</td></tr> </table>	Standard	Percentage of exam	1. Professional Standards	9%	2. Design Principles	11%	3. Layout and Composition Techniques	11%	4. Color Theory	16%	5. Typography Techniques	14%	6. Computer Technology	18%	7. Vocabulary	5%	8. Employability and Work Habits	2%	9. Safe Practices	5%	10. Copyright, Ethics, and Legal Issues	7%	11. Career Readiness	2%
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<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 demonstrate knowledge of commercial art and advertising professional 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** Explore careers and opportunities in commercial art.

1. Salary/hours/working conditions
2. Work expectations
3. Freelance conditions vs. in-house conditions
4. Post-high school education
5. Portfolios

**Objective 3** Demonstrate an ability to verbally express an idea or concept to a client, pertaining to their product and target audience (example: age, gender, educational level, etc.).

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

## Standard 2

Students will be able to understand and demonstrate knowledge of design principles at an intermediate level.

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

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. Layout: Spacing, Rule of Thirds, etc.
2. Typography: Body Copy, Titles, Headings, etc.
3. Graphic Elements: Line, Shape, etc.
4. Images: Photograph or Illustrations

**Standard 2 Performance Evaluation included below (Optional)**

**Standard 3**

Students will be able to demonstrate layout and composition techniques in diverse media at an intermediate level.

**Objective 1** Plan, format, and compose through the use of thumbnail sketches, rough drafts, and final work.

**Objective 2** Create illustrations and/or designs to communicate a concept.

**Objective 3** Use intermediate composition techniques to combine images and types in one composition using effective visual hierarchy.

**Objective 4** Use effective composition and design techniques to create various projects such as:

1. Advertisement or poster
2. Brochure or multiple-page document (demonstrating visual unity)
3. Magazine layout
4. Others as needed.

**Objective 5** Identify and use the following layout terminology:

1. Body text/body copy
2. Readability
3. Reverse type
4. Columns
5. Text boxes/shapes
6. Dominance/Focal Point
7. Text wrap

8. Drop caps
9. Type alignment
10. Eye flow
11. Margins
12. Folios
13. Bleed
14. Headers and footers
15. Gutter
16. Spread
17. Proximity

### **Standard 3 Performance Evaluation included below (Optional)**

## **Standard 4**

Students will be able to demonstrate the use of color theory at an intermediate level. Students will be able to understand proper color techniques.

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

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

### **Objective 2** Demonstrate color organization and the color wheel.

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. Split-complementary
4. Analogous
5. 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 use of color at an advanced level.

1. Properties of color: Hue, Value, Intensity/saturation
2. Transparent vs. Opaque Color
3. Understand aerial/atmospheric perspective (hue, value/contrast/color intensity, object placement, overlapping, and detail)
4. Express emotion
5. Symbolic, cultural, and visual connotations.

**Objective 6** Understand color as used in computer applications.

1. Demonstrate knowledge of color organization and the color wheel.
2. Demonstrate knowledge of color theory, color schemes, and properties of color.
3. Demonstrate the use of atmospheric perspective.
4. Demonstrate effective use of color in computer applications

**Standard 4 Performance Evaluation included below (Optional)**

**Standard 5**

Students will be able to understand and demonstrate typography techniques at an intermediate level.

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

1. Serif
2. Modern Serif
3. Slab serif
4. Sans serif
5. Script
6. Decorative

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

1. Cap
2. Baseline
3. X-height
4. Point size
5. Upper and lower case
6. Ascender and descender
7. Regular and boldface
8. Italic and cursive
9. Condensed and expanded
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
13. Reverse type
14. Counter

## 15. Ligatures

**Objective 3** Understand and effectively use Typography in layout and composition.

1. Communicate and match the mood of the design
2. Font pairing in a design
3. Pairing with Image (illustration, photograph, etc)
4. Size hierarchy
5. Limit variety/number of fonts in a design

**Standard 5 Performance Evaluation included below (Optional)**

## Standard 6

Students will demonstrate knowledge of computer technology at an intermediate level.

**Objective 1** Demonstrate knowledge of basic computer vocabulary and techniques.

1. Constraining proportions
2. Cropping
3. Resizing/sampling
4. Resolution (Minimum: Screen – 72 dpi; Print – 300 dpi)
5. Raster vs. vector
6. Layers
7. Filters
8. Paths
9. Anchor Point
10. Gradient
11. Opacity
12. Stroke
13. Fill

**Objective 2** Use appropriate software for job/project completion.

1. Page layout: In Design
2. Photo manipulation: Photoshop
3. Graphics/vector-based illustration: Illustrator

**Objective 3** Understand and use fonts appropriately.

1. Downloading/Installing fonts
2. Understand the copyright laws and ethics (commercial use vs. personal use)

**Objective 4** Understand file types and use them appropriately.

1. Print/Web applications (TIFF, JPG, PDF, PNG)
2. File transfer/sharing (PDF)
3. Software specific (.AI, .PSD, .INDD)

**Objective 5** Understand and use basic keyboard commands.

1. Copy – Control/Command “C”
2. Paste – Control/Command “V”
3. Undo – Control/Command “Z”
4. Other software-specific shortcuts

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

## Standard 7

Students will critique visual works (i.e. illustration, design, advertising, etc.) using appropriate vocabulary.

**Objective 1** Critique artistic use of design elements and principles in visual work.

**Objective 2** Interpret design strategies of communication in visual work.

**Objective 3** Demonstrate an ability to verbally and visually express an advertising campaign to a client using varied professional strategies (PowerPoint, Storyboards, presentation board, etc.).

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

## Standard 8

Students will understand the importance of employability and professional work habits.

**Objective 1** Demonstrate knowledge of professional work standards.

1. Punctuality
2. Dependability
3. Attendance
4. Craftsmanship
5. Following directions/workflow
6. Workplace behavior

## Standard 8 Performance Evaluation included below (Optional)

### Standard 9

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 9 Performance Evaluation included below (Optional)

### Standard 10

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 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 10 Performance Evaluation included below (Optional)**

**Standard 11**

Students will understand the importance of career readiness skills as it relates to the workplace and outlined in the SkillsUSA Framework – Level 2.

**Objective 1** Understand and demonstrate reliability.

1. Determine individual time management skills.
2. Explore what's ethical in the workplace or school.
3. Demonstrate awareness of government.
4. Demonstrate awareness of professional organizations and trade unions.

**Objective 2** Understand and demonstrate responsiveness.

1. Define the customer.
2. Recognize the benefits of doing a community service project.
3. Demonstrate social etiquette.
4. Identify customer expectations.

**Objective 3** Understand resiliency.

1. Discover self-motivation techniques and establish short-term goals.
2. Select characters of a positive image.
3. Identify a mentor.

**Objective 4** Understand and demonstrate workplace habits.

1. Participate in a shadowing activity.
2. Explore workplace ethics: codes of conduct.
3. Recognize safety issues.
4. Perform a skill demonstration.
5. Exercise your right to know.

**Objective 5** Understand and develop initiative.

1. Develop personal financial skills.
2. Develop a business plan.
3. Investigate entrepreneurship opportunities.

## Objective 6 Understand and demonstrate continuous improvement.

1. Conduct a worker interview.
2. Demonstrate evaluation skills.
3. Examine ethics and values in the workplace.
4. Develop a working relationship with a mentor.
5. Construct a job search network.

## Workplace Skills

- Communication
- Teamwork
- Dependability
- Accountability
- Legal requirements/expectations

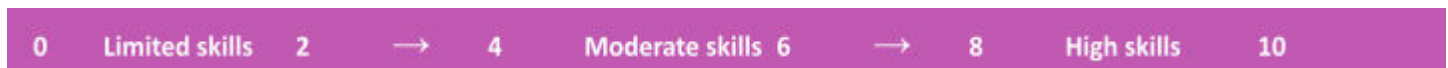
## Commercial Art 2

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 – Professional 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 – Design Principles

**Score:**

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

**Standard 3 – Layout and Composition Principles****Score:**

- Use effective composition and design techniques to create various projects.

**Standard 4 – Color Theory****Score:**

- Demonstrate the use of color theory at an intermediate level.
  - Demonstrate knowledge of color organization and the color wheel.
  - Demonstrate knowledge of color theory, color schemes, and properties of color.
  - Demonstrate the use of atmospheric perspective.
  - Demonstrate effective use of color in computer applications

**Standard 5 – Typography Techniques****Score:**

- Understand and demonstrate effective typography techniques at an intermediate level.
  - Identify and correctly use type from different type classifications.
  - Know and use the vocabulary of typography.
  - Demonstrate effective type pairing.

**Standard 6 – Computer Technology****Score:**

- Demonstrate knowledge of computer technology at an intermediate level.
  - Computer vocabulary and skills.
  - Use appropriate software for job/project completion.
  - Understand file types and use them appropriately.
  - Understand and use keyboard shortcuts.

**Standard 7 – Vocabulary****Score:**

- Students will critique visual works (i.e. illustration, design, advertising, etc.) using appropriate vocabulary.

**Standard 8 – Employability and Work Habits****Score:**

- Students will demonstrate employability and professional work habits.

**Standard 9 – Safe Practices****Score:**

- Students will demonstrate safe practices and how to avoid repetitive stress injuries.

**Standard 10 – Copyright, Ethics, and Legal Issues****Score:**

- Students will create projects that align with the rules that govern intellectual property.

**Performance standard average score**

**Evaluator Name:** \_\_\_\_\_

**Evaluator Title:** \_\_\_\_\_

**Evaluator Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_