

Commercial Art 3

Exam Information	Description																				
Exam number 534 Items 25 Points 30 Prerequisites Commercial Art 1 Commercial Art 2 Recommended course length One semester National Career Cluster Arts, A/V Technology & Communications Architecture & Construction Performance standards Included (Optional) Certificate available Yes	<p>The Commercial Art 3 industry certification exam focuses on assessing the specific principles and techniques for effective visual communication in illustration and/or graphic design. It assesses training in software used in concept design, layout, various techniques, and media. Emphasis is placed on the knowledge of creating a high-quality portfolio of commercial artwork.</p>																				
	Exam Blueprint <table> <tr> <th>Standard</th><th>Percentage of exam</th></tr> <tr> <td>1. Portfolio Exploration</td><td>7%</td></tr> <tr> <td>2. Portfolio Understanding</td><td>13%</td></tr> <tr> <td>3. Portfolio Cohesiveness</td><td>7%</td></tr> <tr> <td>4. Advanced Design Principles</td><td>10%</td></tr> <tr> <td>5. Advanced Media Techniques</td><td>10%</td></tr> <tr> <td>6. Color Theory and Techniques</td><td>17%</td></tr> <tr> <td>7. Technology Usage in Portfolio</td><td>17%</td></tr> <tr> <td>8. Legal Photography</td><td>10%</td></tr> <tr> <td>9. Career Readiness</td><td>10%</td></tr> </table>	Standard	Percentage of exam	1. Portfolio Exploration	7%	2. Portfolio Understanding	13%	3. Portfolio Cohesiveness	7%	4. Advanced Design Principles	10%	5. Advanced Media Techniques	10%	6. Color Theory and Techniques	17%	7. Technology Usage in Portfolio	17%	8. Legal Photography	10%	9. Career Readiness	10%
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Standard 1

Students will explore how to create a portfolio for a preferred commercial art career and explore higher education and career opportunities.

Objective 1 Understand potential Commercial Art careers.

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 Research Portfolio requirements for Employment and Higher Education opportunities.

Objective 3 Explore careers and opportunities in Commercial Art.

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

Standard 1 Performance Evaluation included below (Optional)

Standard 2

Students will understand the design process to create a college and career ready portfolio.

Objective 1 Research and understand the process of portfolio development that demonstrates college and career readiness.

1. Personal exploration
2. Experience
3. Theme and Direction
4. Research and development
5. Target audience
6. Make Connections
7. Develop a marketable direction
8. Create a cohesive body of work

Objective 2 Understand and use the design process for individual pieces in the portfolio.

1. Research
2. Thumbnails
3. Sketches

4. Rough
5. Color/value study/comp
6. Feedback and Revision
7. Final

Standard 2 Performance Evaluation included below (Optional)

Standard 3

Students will create a cohesive body of work for a college and career ready portfolio.

Objective 1 Demonstrate cohesive work for the portfolio.

1. Clear direction or theme of work for a specific path through multiple works of art
2. Create works that effectively communicate an idea, concept, or message
3. Unified body of work (ie. Similar style, technique, subject, media, etc)

Objective 2 Create multiple pieces of well-crafted work.

1. Show ability to brainstorm and think creatively
2. Create works that demonstrate developing skills
3. Demonstrate advanced knowledge of digital or traditional art making media

Objective 3 Create an Artist Statement addressing the direction and purpose of the portfolio.

Objective 4 Documentation of the purpose and process of individual pieces.

Standard 3 Performance Evaluation included below (Optional)

Standard 4

Students will be able to understand and demonstrate design principles at an advanced 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

Standard 4 Performance Evaluation included below (Optional)

Standard 5

Students will be able to demonstrate layout and composition techniques in diverse media at an advanced 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 advanced composition techniques and effective visual hierarchy.

Objective 4 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 5 Performance Evaluation included below (Optional)

Standard 6

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

Objective 1 Understand different color modes.

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

Objective 2 Understand 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. Complementary
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 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 and print applications.

1. Color modes: Bitmap, Grayscale, CMYK, RGB
2. Vector vs. Raster
3. Spot Color
4. Pantone Colors

Standard 6 Performance Evaluation included below (Optional)

Standard 7

Students will demonstrate a knowledge and use of technology when building a digital portfolio.

Objective 1 Demonstrate knowledge of technology and techniques in digital portfolio.

1. Tools and shortcuts
2. Use of Color theory
3. Vector vs raster qualities and advantages for digital portfolio

Objective 2 Understand correct digitization methods of non-digital media.

1. Scanner
2. Digital photo

Objective 3 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 4 Use appropriate software for design communication and implementation for job/project completion.

Objective 5 Digital backup and file transfer methods.

1. Why a personal digital archive is important.
2. Cloud: Dropbox, Google Drive, OneDrive, etc.
3. Physical: flash/USB memory, hard drive, SSD, etc.

Objective 6 Understand the importance of a professional web presence

1. Social Media portfolio profile (i.e.: Instagram, Behance, Vero, TikTok, etc.)
2. Website presence (i.e.: Square, WordPress, Wix, Weebly, etc.)

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 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 ®, ©, TM, 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 3.

Objective 1 Understand and develop collaboration skills.

1. Develop a working relationship with a mentor.
2. Apply supervisory skills.
3. Manage a project and evaluate others.

Objective 2 Understand and demonstrate change management skills.

1. Evaluate your career and training goals.
2. Identify and apply conflict resolution skills.
3. Illustrate an organizational structure.
4. Plan and implement a leadership project.

Objective 3 Understand how customer service applies to the workplace.

1. Serve as a volunteer in the community.
2. Examine workplace ethics: the role of values in making decisions.
3. Understand the cost of customer service.
4. Develop customer service skills.
5. Maximize customer service skills.

Objective 4 Understand and demonstrate career readiness.

1. Market your career choice.
2. Research resume writing.
3. Demonstrate interviewing skills.
4. Predict employment trends.
5. Re-evaluate career goals and establish long-term goals.
6. Construct a job search network.
7. Evaluate professional competencies.
8. Analyze your entry-level job skills.
9. Design and present a lesson plan on an aspect of your career choice.
10. Write an article for a professional journal in your career area.
11. Refine your employment portfolio.

Workplace Skills

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

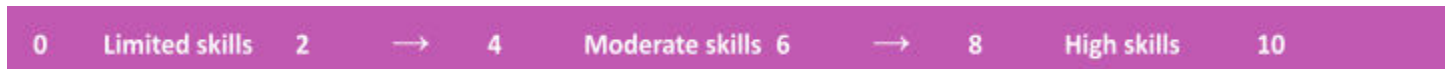
Commercial Art 3

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 – Portfolio Exploration

Score:

- Students will research and present portfolio requirements for a preferred commercial art career and explore higher education and career opportunities.

Standard 2 – Portfolio Understanding

Score:

- Students will demonstrate an understanding of the design process necessary to create a college and career ready portfolio.

Standard 3 – Portfolio Cohesiveness

Score:

- Students will create a cohesive body of work for a college and career ready portfolio.
- Create an Artist Statement addressing the direction and purpose of the portfolio.

Standard 4 – Advanced Design Principles

Score:

Understand and demonstrate design principles at an advanced 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 5 – Advanced Media Techniques

Score:

- Use effective composition and design techniques in portfolio projects.

Standard 6 – Color Theory and Techniques

Score:

Demonstrate the use of color theory at an advanced level in portfolio pieces.

- Demonstrate knowledge of color organization and the color wheel.
- Demonstrate knowledge of color theory, color schemes, and properties of color.

Standard 7 – Technology Usage in Portfolio

Score:

- Students will demonstrate a knowledge and use of technology when building a digital portfolio.

Standard 8 – Legal Photography

Score:

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

Performance standard average score:

Evaluator Name: _____

Evaluator Title: _____

Evaluator Signature: _____

Date: _____