

DESIGN & VISUAL COMMUNICATION (CIP: 50.0401)

Occupational Skills

The Student demonstrates the specified level of competency in occupational skills:

0	1	2	3	4
No Exposure	Introduced	Practiced	Entry-level	Competency

0 1 2 3 4

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A. Introduction to Careers in Design and Illustration

(Vermont Standards: 3.15)

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B. Workplace Safety

(Vermont Standards: 3.1, 3.3, 7.18)

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C. Basic Lab Skills

(Vermont Standards: 7.18, 7.6, 7.7)

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D. Communication and Organization Skills

(Vermont Standards: 1.8, 1.10, 1.13, 1.15, 1.21, 3.15)

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E. Exploring Projects in Design and Illustration

(Vermont Standards: 1.15, 1.6, 1.21, 5.14, 5.15, 5.23, 5.24, 5.28, 5.29, 5.4, 5.6, 7.19)

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F. Computer Basics (DeskTop Publishing)

(Vermont Standards: 1.15, 1.18, 1.19, 1.21, 2.3, 2.3, 2.6, 2.7, 2.10, 5.14)

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G. Basic Design

(Vermont Standards: 1.16, 1.18, 1.21, 1.22, 2.2, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 3.10, 3.14, 3.15, 7.6)

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H. Basic Drawing and Creativity Developers

(Vermont Standards: 1.16, 1.18, 1.21, 1.22, 2.2, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 3.10, 3.14, 3.15, 7.6)

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I. Illustration Media and Formats

(Vermont Standards: 1.16, 1.18, 1.21, 1.22, 2.2, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 3.10, 3.14, 3.15, 7.6)

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J. Portfolio Review

(Vermont Standards: 1.16, 2.6, 2.10, 2.13, 2.2, 3.1, 3.14, 3.15, 3.16)

DIRECTIONS

Evaluate the student by checking the appropriate box to indicate the degree of Competency. The rating for each task should reflect **employability readiness** rather than the grades given in class.

Rating Scale:

- 0 No exposure**
- 1 Introduced-** the student has been exposed through non participatory instruction (e.g. lecture, demonstration, field trip, video).
- 2 Practiced-** the student can perform the task with direct supervision.
- 3 Entry-Level Competency-** the student can perform the task with limited supervision and/or does not perform the task to standard (a typical entry-level performance expectation).
- 4 Competency-** the student consistently performs task to standard with no supervision (on at least two occasions or at instructor's option).

DESIGN AND ILLUSTRATION

GENERAL SKILLS

0 1 2 3 4

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A. Introduction to Careers in Design and Illustration

- *A.001 Research and identify careers in design and illustration.
- *A.002 Identify major organizations, institutions and publications involved with these careers nationally and locally.
- *A.003 Identify colleges and technical schools which offer further training in these careers.
- *A.004 Identify appropriate work behavior in these careers and desirable skills.
- *A.005 Identify characteristics of a professional resume and portfolio for these careers.
- *A.006 Identify appropriate research and interview skills and how to plan a career path for one or more of these careers.
- *A.007 Identify copyright laws as they pertain to publication and artists.
- *A.008 Apply safety rules and procedures throughout all units.

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B. Workplace Safety

- *B.001 Define specific safety terms.
- *B.002 Demonstrate the use of proper clothing, safety glasses, aprons, shields, gloves and other safety equipment.
- *B.003 Demonstrate knowledge of appropriate fire safety practices.
- *B.004 Demonstrate knowledge of appropriate first aid procedures.
- *B.005 Demonstrate knowledge of hazardous material handling and disposal procedures, according to state and federal regulations.
- *B.006 Prepare a list of lab/shop/studio safety rules.
- *B.007 Recognize any unsafe working conditions and report them to the supervisor, understanding ethical and safety issues involved.

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C. Basic Lab Skills

- *C.001 Demonstrate basic competency in using a metric ruler.
- *C.002 Calibrate reductions and enlargements using a proportion scale.
- *C.003 Measure with a pica scale in units of points and picas.
- *C.004 Identify range and use of various pencil leads.
- *C.005 Identify range and use of adhesives.
- *C.006 Construct a presentation board using board, vellum and tape.
- *C.007 Identify range and use of papers, illustration boards and mat boards.
- *C.008 Demonstrate the safe and effective use of a mat cutter.

- *C.009 Demonstrate the appropriate clean-up techniques for brushes, paints, turpentine, paint thinner, pastels and other mixed media.
- *C.010 Demonstrate the proper technique for cutting using a metal ruler and exacto knife.

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D. Concrete Operations

- *D.001 Identify the steps of the design process as it relates to communication with the client.
- *D.002 Identify effective listening skills.
- *D.003 Identify effective organization skills.
- *D.004 Identify the need for a written contract in design as well as other written records.
- *D.005 Identify the responsibilities of an art director, designer, artist and layout artist as they relate to design and illustration careers.

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E. Exploring Projects in Design and Illustration

- *E.001 Design and render a drawing and plan view of a house of the future for a family of four.
- *E.002 Design and render a layout sketch of a fashion illustration.
- *E.003 Design and render a layout sketch for an advertisement.
- *E.004 Render an illustration from imagination or a still life in class.
- *E.005 Design and render a city plan of Burlington or another major city in the year 2040.
- *E.006 Design and render a storyboard for a 30 second television commercial.
- *E.007 Design and render a drawing of a set design for a favorite play or opera.
- *E.008 Design and render a drawing of a chair of the future, taking function, fashion, and ergonomics into consideration.
- *E.009 Design and render a sketch for a two page magazine spread.
- *E.010 Design and render a storyboard for a new video or CD game.
- *E.011 Design and produce a photo presentation as a storyboard for a television commercial or print advertisement.

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F. Computer Basics (Desk Top Publishing)

- *F.001 Identify basic computer and Desk Top Publishing (DTP) hardware.
- *F.002 Identify DTP hardware functions.
- *F.003 Identify DTP software and their functions.
- *F.004 Identify DTP applications.
- *F.005 Identify basic DTP operating procedures.
- *F.006 Identify basic features of mouse operation.
- *F.007 Identify characteristics of a quality DTP workstation.
- *F.008 Identify sources of DTP information.
- *F.009 Identify terms and definitions associated with DTP systems.
- *F.010 Identify types of computer systems used in DTP.
- *F.011 Identify types of operating systems used in DTP.
- *F.012 Identify types of input devices used in DTP and their definitions.
- *F.013 Identify types of monitors, printers and scanners used in DTP.
- *F.014 Demonstrate basic knowledge of page-layout-software text-tool operations and their definition.
- *F.015 Demonstrate the ability to use word-processing software, draw software, paint software and page-layout software.
- *F.016 Demonstrate an understanding of basic typology terms used in DTP.
- *F.017 Demonstrate the ability to produce a business card, brochure, resume and magazine two-page layout.

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G. Design Basics

- *G.001 Describe principles of designs and elements of art/design.
- *G.002 Explain the use of color theory in design and illustration.
- *G.003 Explain how production impacts design and illustration.
- *G.004 Compile examples that demonstrate the use of design formats in one or more design careers.
- *G.005 Compile a picture morgue.
- *G.006 Demonstrate an understanding of design, typography and printing vocabulary.
- *G.007 Describe the measurement systems used in design technology.
- *G.008 Design a single page advertisement using only black and white.
- *G.009 Design a business card for yourself.

- *G.010 Design a 2-fold single page travel brochure.
- *G.011 Design a magazine layout for a 2 page story with photos and art.
- *G.012 Design a typeface.
- *G.013 Design a CD cover.
- *G.014 Design a product package.

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H. Basic Drawing and Creativity Developers

- *H.001 Render a drawing of a hand. Pre-Instruction Drawing 1.
- *H.002 Render a drawing of a fellow student. Pre-Instruction Drawing 2.
- *H.003 Render an Inverted Blind Contour Drawing.
- *H.004 Render 3 Negative Space Drawings.
- *H.005 Render 3 Corner Drawings.
- *H.006 Render a human hand as observed.
- *H.007 Identify basic principles of proportion in human figure.
- *H.008 Render a grid drawing.
- *H.009 Render a contour drawing.
- *H.010 Render a 10 value scale.
- *H.011 Render a 10 value scale drawing.
- *H.012 Render a one point perspective drawing.
- *H.013 Render a two point perspective drawing.
- *H.014 Explain the value and purpose of critiques.
- *H.015 Critique a fellow student's work.
- *H.016 Render a Redo.
- *H.017 Render an Imaginary Subject in Pencil.
- *H.018 Render a Still Life in Pencil.
- *H.019 Render a Live Model in Pencil.
- *H.020 Identify characteristics of right brain thinking.
- *H.021 Identify the stages of creativity.
- *H.022 Keep a visual journal for at least 3 months.

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I. Illustration Media and Formats

- *I.001 Demonstrate a knowledge of inks and papers used in publishing.
- *I.002 Demonstrate knowledge of papers and boards used for illustration.
- *I.003 Demonstrate knowledge of media used for illustration.
- *I.004 Demonstrate a knowledge of printing processes and formats used in publication.
- *I.005 Demonstrate knowledge of computer formats used in publication.
- *I.006 Demonstrate knowledge of special effects used for illustration.
- *I.007 Complete an illustration using one or more special effects.

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J. Portfolio Review

- *J.001 Submit a portfolio for a selected design or illustration career.
- *J.002 Submit a resume for a selected design or illustration career.
- *J.003 Submit a plan for reaching your career goals.