

Name: _____

Commercial Art (50.0402)

Directions:

Evaluate the student by entering the appropriate number to indicate the degree of competency.

Rating Scale:

- 0 No Exposure** – no experience/knowledge in this area; program/course did not provide instruction in this area
- 1 Unsuccessful Attempt** – unable to meet knowledge or performance criteria and/or required significant assistance
- 2 Partially Demonstrated** – met some of the knowledge or performance criteria with or without minor assistance
- 3 Knowledge Demonstrated** – met knowledge criteria without assistance at least once
- 4 Performance Demonstrated** – met performance criteria without assistance at least once
- 5 Repetitively Demonstrated** – met performance and/or knowledge criteria without assistance on multiple occasions
- 6 Mastered** – successfully applied knowledge or skills in this area to solve related problems independently

0	1	2	3	4	5	6	A. Appreciate and apply all personal and work place safety procedures	Notes:
							1. Demonstrate appropriate work place safety practices (e.g., combustibles, electrical, hand tools, power tools, ventilation, and hazardous materials)	
							2. Identify types, purposes, and operation of fire extinguishers and suppression systems	
							3. Recognize when first aid is needed for occupational injuries and follow proper procedures	
							4. Apply MSDS (Material Safety Data Sheet) information to material use	
							5. Adhere to applicable local, state, and federal regulations (e.g., EPA [environmental] and OSHA [worker safety])	

0	1	2	3	4	5	6	B. Describe and interact with commercial art systems, including tools, materials, and equipment consistent with industry standards	Notes:
							1. Demonstrate proper uses of T-squares and triangles	
							2. Demonstrate proper uses of drafting knives and scissors	
							3. Demonstrate proper uses of paper, tech pens, pencils, sharpeners, markers, tapes, and erasers	
							4. Demonstrate proper uses of sprays (e.g., fixatives and cleaners)	
							5. Demonstrate proper uses of ink and paint	
							6. Demonstrate proper uses of individually selected materials and equipment	
							Other:	

0	1	2	3	4	5	6	C. Design basic commercial business work	Notes:
							1. Design logos, business cards, envelopes, and letterheads	
							2. Produce line drawings	
							3. Prepare hand drawn rough layouts	
							4. Prepare full-color comprehensive layouts using computer software	

								5. Apply basic typography and body copy using type, imagery, and grids as design elements	
								Other:	

0	1	2	3	4	5	6	D. Develop and produce advanced design work	Notes:
							1. Prepare book cover designs	
							2. Prepare magazine advertisements	
							3. Prepare multi-page documents	
							4. Prepare flyers and posters	
							5. Develop production art for business/industry	
							6. Produce art for in-school productions (e.g., plays, concerts, and special events)	
							7. Produce multi-piece self-promotion campaign	
							Other:	

0	1	2	3	4	5	6	E. Prepare specialty design work	Notes:
							1. Prepare repeat design (e.g., wall paper, wrapping paper, stickers, multiple images, and business cards) on one press sheet	
							2. Prepare T-shirt spot color register designs	
							3. Prepare line art illustrations	
							4. Produce display/bulletin boards	
							5. Design point-of-purchase type and 3-D designs	
							6. Prepare process color design for offset printing	
							7. Prepare process color design for screen printing	
							Other:	

0	1	2	3	4	5	6	F. Demonstrate effective design foundations	Notes:
							1. Identify the art elements of design	
							2. Demonstrate the principles of design	
							3. Define color theory and principles	
							Other:	

0	1	2	3	4	5	6	G. Produce industry-recognized illustrations	Notes:
							1. Produce storyboard illustrations	
							2. Produce enlarged product illustration	
							3. Produce technical cross-section illustration	

								4. Identify/illustrate one-point perspective	
								5. Identify/illustrate two-point perspective	
								6. Identify/illustrate multi-point perspective	
								Other:	

0	1	2	3	4	5	6	H. Develop and produce cartoons	Notes:
							1. Develop a cartoon character	
							2. Produce one frame/strip cartoon	
							Other:	

0	1	2	3	4	5	6	I. Effectively communicate with industry stakeholders	Notes:
							1. Demonstrate proper use of vocabulary (e.g., written and verbal)	
							2. Identify and utilize printing mark up notations	
							3. Calculate production planning, printing, and bindery costs	
							4. Communicate the most effective way to match/utilize a client's budget	
							5. Identify clients' creative needs regarding project	
							Other:	

0	1	2	3	4	5	6	J. Produce pen work	Notes:
							1. Demonstrate handlettering	
							2. Produce calligraphy	
							3. Produce ruled forms	
							4. Produce spot color illustrations	

0	1	2	3	4	5	6	K. Demonstrate type fundamentals	Notes:
							1. Identify type styles and structure	
							2. Identify methods of copy fitting, mark-up, and proofreading	
							3. Select type styles for text and display uses with regard to readability and visual support of the design (e.g., impact and mood)	
							4. Create new expressive type faces	
							5. Apply the aesthetics of type	
							6. Explain the history of typography	
							Other:	

0	1	2	3	4	5	6	L. Operate computer graphics hardware and software	Notes:
							1. Identify hardware and basic functions/operations	
							2. Select appropriate computer equipment (e.g., printer, scanner, monitor, computer operating systems, memory, storage, and processor requirements)	
							3. Identify software programs and uses (e.g., In-Design, QuarkXpress, Photoshop, Illustrator, Freehand, Corel Draw, and Dreamweaver)	
							Other:	

0	1	2	3	4	5	6	M. Prepare a personal portfolio	Notes:
							1. Identify appropriate materials to prepare a portfolio	
							2. Present a portfolio for peer review	
							3. Prepare a sample presentation	
							4. Rehearse interviews and presentations through peer review	
							Other:	

0	1	2	3	4	5	6	N. Demonstrate leadership skills in the classroom, industry, and society	Notes:
							1. Demonstrate an understanding of SkillsUSA, its structure and activities	
							2. Demonstrate an understanding of one's personal values	
							3. Perform tasks related to effective personal management skills	
							4. Demonstrate interpersonal skills	
							5. Demonstrate etiquette and courtesy	
							6. Demonstrate effectiveness in oral and written communication	
							7. Develop and maintain code of professional ethics	
							8. Maintain an appropriate professional appearance	
							9. Perform basic tasks related to securing and terminating employment	
							10. Perform basic parliamentary procedures in a group meeting	
							Other:	

0	1	2	3	4	5	6	O. Explain and demonstrate skills in a specialization area identified by the instructor	Notes:
							1.	
							2.	
							3.	

								Other:	
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