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Pathway Assessment Blueprint

Visual Arts

Test Code: 1108 / Version: 01

Specific Competencies and Skills Tested in this Assessment:

General Arts and Communications Technical Skills

- Compare and contrast the roles of creators, performers, and others involved in the production and presentation of broadcasting/journalism, performing arts, and visual arts
- Understand the creative development process as it relates to artistic fields.
- Demonstrate an awareness of the arts within a cultural context to understand the nature and scope of art in society (e.g., how film, theatre, television, electronic, and print media productions influence values and behaviors)
- Analyze current issues related to the arts and communication fields
- Use marketing and advertising strategies effectively to inform and interest the public about various arts and communication programs

Visual Arts Technical Skills

- Analyze and employ art elements and principles as they relate to two-dimensional works of art (e.g., drawing, printmaking, photographs)
- Analyze and employ art elements and principles as they related to three-dimensional works of art (e.g., sculpture, interior design, textiles)
- Demonstrate understanding of basic performing arts processes as related to theater
- Use computer and multimedia applications (software, hardware) for the purpose of visual communications

Academic Foundations

- Apply reading skills in an arts and communication environment
- Apply writing skills in an arts and communication environment
- Apply mathematical skills in an arts and communication environment
- Apply scientific skills in an arts and communication environment

Specific Competencies and Skills continued:

Systems

- Demonstrate understanding of the roles arts and communication fields hold within society and the economy
- Demonstrate understanding of company hierarchies and roles within arts and communication organization structures

Ethics and Legal Responsibilities

- Apply appropriate laws and regulations to arts and communication situations
- Exhibit ethical conduct in conducting business and making decisions in arts and communication environments

Communication

- Locate, organize, and reference written information from reliable sources to communicate with coworkers and clients/participants
- Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences
- Apply listening skills and interpret verbal and nonverbal behaviors to enhance communication with coworkers and clients
- Interpret and use tables, charts, and figures to support written and oral communication

Information Technology Applications

- Use software such as word processors and spreadsheets to perform common business applications
- Use software such as databases to track and maintain company information

Problem Solving, Critical Thinking, and Decision Making

- Use problem solving and critical thinking skills to locate good sources of information about problems and determine appropriate methods for investigating causes
- Use problem solving and critical thinking skills to determine root causes of problems and suggest solutions

Specific Competencies and Skills continued:

Leadership and Teamwork

- Exhibit leadership qualities to improve the quality of work and the work environment
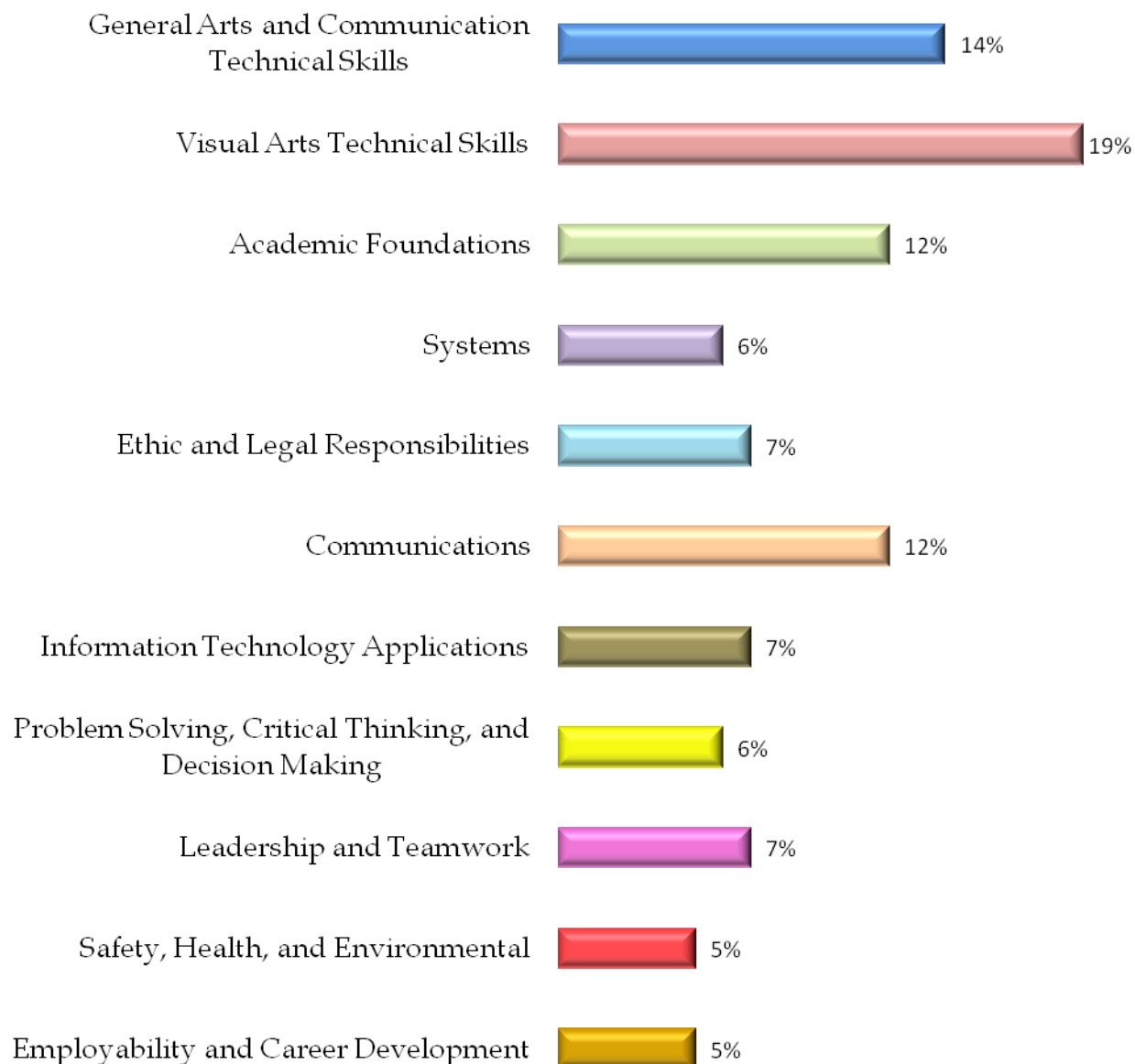- Work effectively in a team environment to improve the quality of work and the work environment

Safety, Health, and Environmental

- Identify and practice appropriate health and safety procedures for arts and communication occupations
- Demonstrate appropriate emergency and first aid knowledge and procedures for arts and communication occupations

Employability and Career Development
- Demonstrate employability skills related to a career in arts and communication
- Pursue career development skills to advance in arts and communication careers

Written Assessment:

Administration Time: 2 hours
Number of Questions: 104

Areas Covered:

Area	Percentage
General Arts and Communication Technical Skills	14%
Visual Arts Technical Skills	19%
Academic Foundations	12%
Systems	6%
Ethic and Legal Responsibilities	7%
Communications	12%
Information Technology Applications	7%
Problem Solving, Critical Thinking, and Decision Making	6%
Leadership and Teamwork	7%
Safety, Health, and Environmental	5%
Employability and Career Development	5%

Sample Questions:

When used effectively, the _____ can help establish a strategic platform and keep the creative team on the same page as the client
- A. design brief
- B. comprehensive
- C. market research
- D. source book

To secure legal right to use someone's face in a production or published photo, the producer must get a
- A. copyright from the state
- B. release signed by the subject
- C. patent for the processing that will be used
- D. verbal agreement

A benefit of teamwork for employees is
- A. less responsibility
- B. higher pay
- C. greater work efficiency
- D. less required training

Which of the following is considered a cool color?
- A. red
- B. blue
- C. yellow
- D. orange

An effective mentor is a person who
- A. shares mastered skills and experience
- B. holds a leadership position in the organization
- C. is external to the employee's organization
- D. has been given salary raises in the past

During an interview with a client, the listener's understanding should be demonstrated by
- A. restating information back to the client
- B. having the organization's secretary call the client
- C. shaking the client's hand firmly and vigorously
- D. smiling and nodding repeatedly

Sample Questions (continued)

Evidence of professional development is important for advancement because it shows
    A. a desire to establish a good relationship with the boss
    B. an interest in getting a different job
    C. an awareness of the need to gain additional skills
    D. that job duties are being restructured

The proper way to lift a heavy object is to
    A. arch the back, take a deep breath, then lift by straightening the back
    B. keep the knees straight, then lift using the back muscles
    C. bend the knees, then lift using the leg muscles while keeping the back straight
    D. place one foot behind the other, then lift by straightening the legs

In interior design, a client's perception of textures can be influenced by light, making
    A. rough textures appear darker and smooth textures appear lighter
    B. bright textures appear complex and dark textures appear dense
    C. brick textures appear brighter and glass textures appear darker
    D. dense textures appear lighter and smooth textures appear brighter

A graphic design is considered to be asymmetrical when visual elements are
    A. formally balanced
    B. informally balanced
    C. identical
    D. opposite