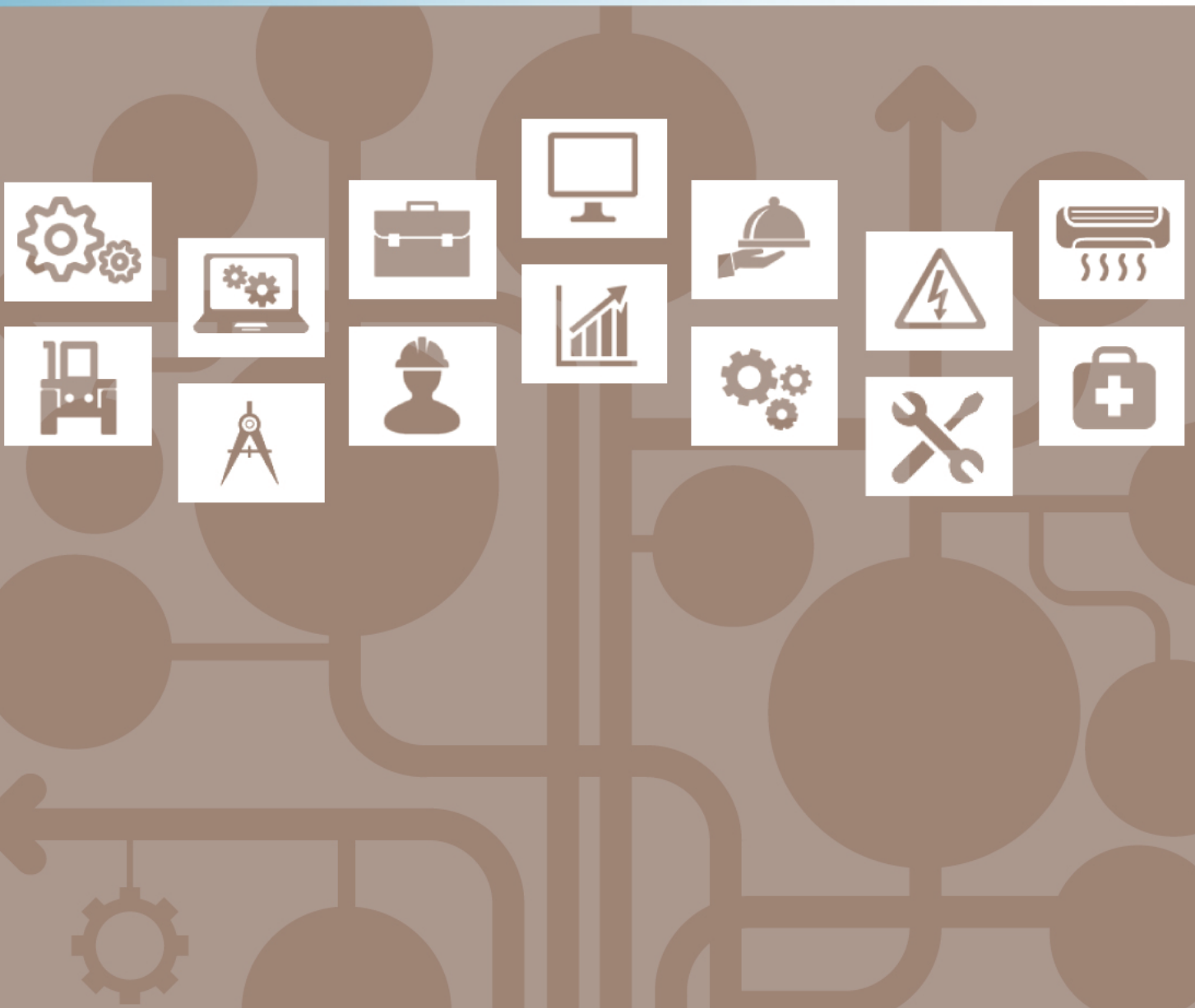


Entry Level Assessment Blueprint

Visual Communications and Multimedia Design



Specific Competencies and Skills Tested in this Assessment:

Safety

- Demonstrate application of appropriate industry safety practices
- Demonstrate application of appropriate electrical safety practices
- Demonstrate application of appropriate chemical safety practices

Ethics

- Identify ethical responsibilities with regard to copyright and infringement
- Demonstrate awareness of government and industry regulations and standards
- Identify the characteristics of positive digital citizenship
- Understand how to maintain a positive digital footprint

Communication Career Foundations

- Identify educational requirements for various visual communications and multimedia design careers
- Identify elements of a professional portfolio for the visual communications and multimedia design
- Understand how visual communications and multimedia design apply to business

Computer Literacy

- Demonstrate knowledge of computer terminology
- Identify issues of web safety and personal/professional online confidentiality
- Demonstrate understanding of different platforms and cross-application design
- Identify and operate peripherals
- Demonstrate appropriate knowledge and use of industry-standard software
- Demonstrate application of basic troubleshooting and maintenance skills
- Demonstrate file management skills
- Identify and explain various file formats (e.g., .pdf, .jpg, .png)
- Demonstrate understanding of procedures involved with importing and exporting

Multimedia

- Define multimedia terminology, including web-based terminology
- Identify ways that social media impacts the industry
- Identify various types of multimedia applications that include current technology
- Identify how to incorporate interactivity in multimedia projects
- Demonstrate knowledge of basic principles of web design
- Demonstrate knowledge of basic principles of animation

Visual Communications and Multimedia Design (continued)

Print-Based and Digital Visual Literacy

- Define and use the elements of design (e.g., line, space, value)
- Define and use the principles of design (e.g., unity, balance, rhythm)
- Demonstrate application of elements of a successful composition
- Evaluate/critique the effectiveness of visual communications and media design



Conceptual Design

- Identify elements of design specifications for customers
- Identify the importance and use of brainstorming and various types of research
- Apply knowledge of conceptual design terminology, thumbnails, and storyboards
- Apply appropriate design production techniques for output
- Proof projects (e.g., proof marks)

Color Theory

- Demonstrate knowledge of color concepts, including primary, secondary, and tertiary colors
- Identify and apply additive and subtractive color principles
- Apply correct usage of RGB, CMYK, HEX, and spot color
- Identify characteristics of color (e.g., tint, shade, value)
- Select appropriate color involving the psychology of color

Typography

- Demonstrate knowledge of typographic terminology
- Identify the anatomy of type
- Identify characteristics of type styles and families
- Identify and demonstrate use of various type measurements
- Identify and use proofreader's marks
- Manage typography design problems and preflight check when designing and exporting
- Choose and apply appropriate typeface, including ones for various jobs

Type
Type
Type

Visual Communications and Multimedia Design (continued)

Print-Based and Digital Materials and Equipment

- Identify and properly use equipment
- Identify and properly use electronic tools (e.g., hardware)
- Identify and properly use presentation materials

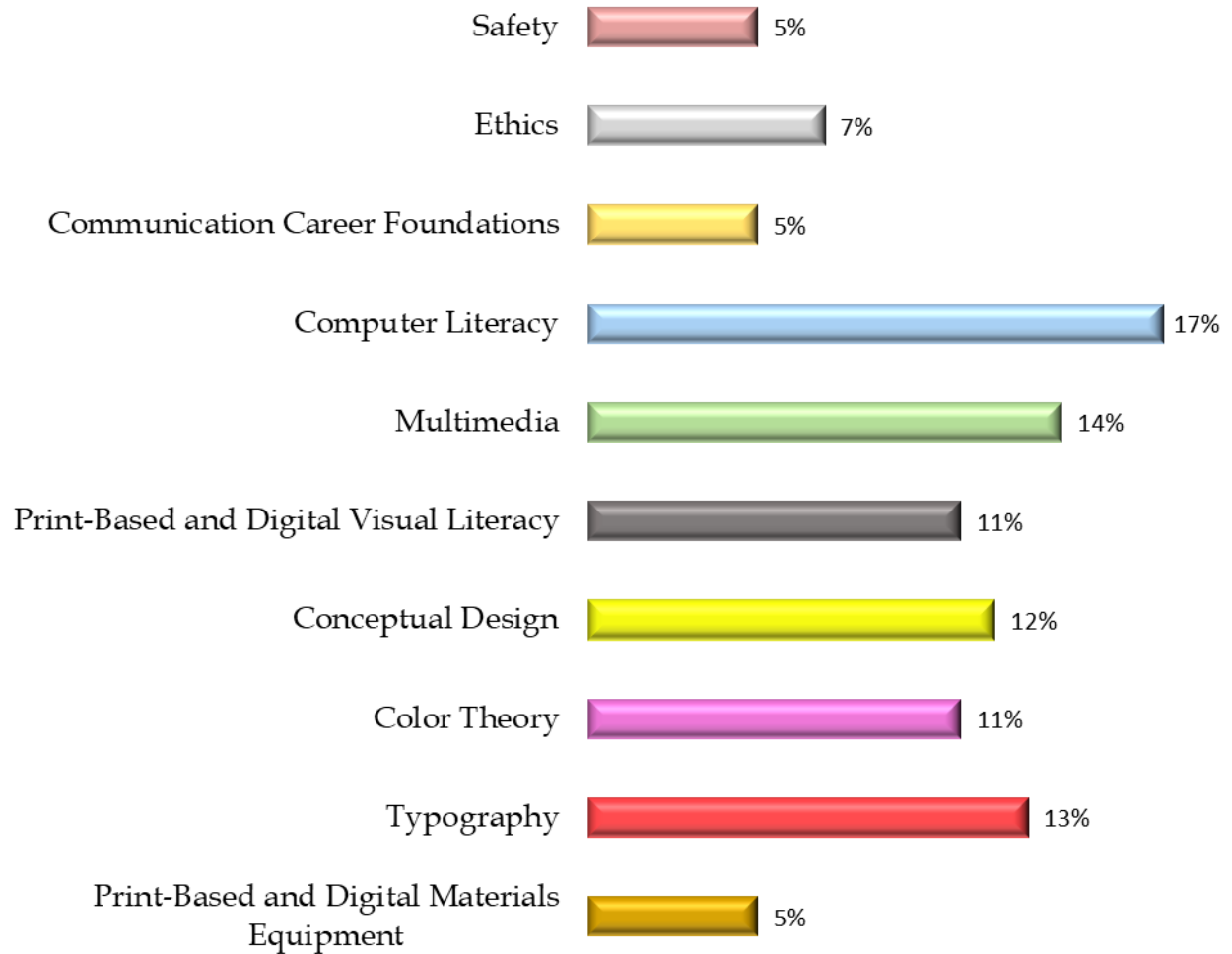


Written Assessment:

Administration Time: 3 hours

Number of Questions: 189

Areas Covered:



Sample Questions:

Spray mount should be used in a

- A. confined space
- B. room with low lighting
- C. well-ventilated area
- D. location near a heat source

What colors of matte board are best for a professional portfolio?

- A. hot
- B. pastel
- C. neutral
- D. primary

The main advantages of working with vector images is the ability to

- A. scan images
- B. resize pixels without loss of detail
- C. create typefaces
- D. resize artwork without loss of detail

The saturation of a color is its

- A. shade
- B. hue
- C. value
- D. intensity

A specific example of interactive media is

- A. collaborative working
- B. television
- C. mobile application
- D. smart phones

What does the red plus on a textbox indicate?

- A. overset text
- B. incorrect font
- C. point size
- D. copyright error

What type of cartridge does a laser printer require?

- A. graphite
- B. ink
- C. toner
- D. paint

Performance Assessment:

Administration Time: 3 hours

Number of Jobs: 3

Areas Covered:

48%

Create a Logo

Participant will create a logo using typography and simple graphic shapes to produce a final company logo, produce logo in vector drawing program, print logo, save as PDF, and notify evaluator when finished.

28%

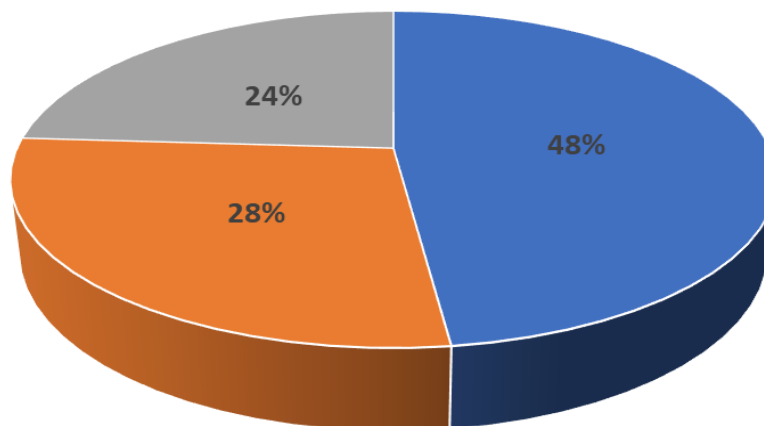
Create a Static Web page

Participant will create a mock-up static web page using appropriate logo, colors, and fonts to produce a final project, apply the logo from Job 1, save file, and notify evaluator when finished.

24%

Create a Business Card

Participant will create thumbnails for business card layout using logo, colors, and text to produce a standard-sized business card, develop thumbnails and roughs of the logo, produce final logo in vector drawing program, print logo, save file as a PDF, and notify evaluator when finished.



Sample Job: Create a Logo

Maximum Time: 1 hour

Participant Activity: The participant will create a logo no larger than 5 by 5 inches, using typography and simple graphic shapes, develop thumbnails and roughs of the logo, produce final logo in vector drawing program, print logo, save file as a PDF, and notify evaluator when finished.

