



## ***CUSTOMIZED TEACHER ASSESSMENT BLUEPRINT***

### **VISUAL COMMUNICATIONS AND INTERACTIVE MEDIA DESIGN PA**

**Test Code: 5941  
Version: 01**

#### ***Specific Competencies and Skills Tested in this Assessment:***

##### **Safety**

Apply appropriate office safety practices  
Apply appropriate electrical safety practices  
Apply appropriate chemical safety practices

##### **Career Overview**

Identify and describe career options/emerging trends in visual communications and interactive media  
Identify the educational requirements for various visual communications and interactive media design careers  
Identify elements of a professional portfolio for the visual communications and interactive media design field  
Identify ways in which visual communications and interactive media design can be used in business

##### **Computer Literacy**

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

## *Visual Communications and Interactive Media Design PA (continued)*

### **Interactive Media**

Define interactive media terminology, including web-based, video, and audio  
Identify ways that social media marketing impacts the industry  
Identify various types of interactive media applications, including emerging technology  
Correctly use and present various types of interactive media  
Demonstrate knowledge of the Internet and its uses  
Demonstrate awareness of governmental and industrial regulations  
Demonstrate basic principles of web design, including fundamental coding  
Demonstrate basic principles of animation  
Investigate ways to promote a new website

### **Visual Literacy**

Define and use the elements of design (e.g., line, space, shape, texture, form, value, and color)  
Define and use the principles of design (e.g., unity, emphasis, balance, and rhythm)  
Apply elements of a successful layout, including communication, organization, and attractiveness  
Evaluate/critique the effectiveness of visual communications and interactive media design

### **Conceptual Design Process**

Identify elements of design specifications for customers  
Explain the importance and use of brainstorming and various types of research  
Apply knowledge of thumbnails and storyboards  
Contrast the elements of rough and final art  
Apply appropriate production techniques for output process  
Proof documents and other projects

### **Color Theory**

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

### **Typography**

Demonstrate knowledge of typographic terminology  
Explain the anatomy of type  
Identify characteristics of type styles and families  
Explain and appropriately use various types of measurements and tools  
Identify and use proofreader's marks  
Diagnose typography design problems (e.g., kerning, tracking, leading)  
Choose and apply appropriate typeface per various jobs

### **Materials and Tools**

Identify and properly use manual tools  
Identify and properly use electronic tools (e.g., hardware)  
Identify and properly use presentation material

*Visual Communications and Interactive Media Design PA (continued)*

**Written Assessment:**

Administration Time: 3 hours

Number of Questions: 184

***Areas Covered:***

5%	Safety
7%	Career Overview
19%	Computer Literacy
17%	Interactive Media
10%	Visual Literacy
12%	Conceptual Design Process
10%	Color Theory
15%	Typography
5%	Materials and Tools

***Sample Questions:***

Spray mount should be used in a

- A. well-vented area
- B. low-light area
- C. confined area
- D. location near a heat source

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

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

Teensquared.com is also known as a

- A. HTTP
- B. domain name
- C. locator
- D. search engine

One component of visual communication involves

- A. sound
- B. voice
- C. touch
- D. color

*Visual Communications and Interactive Media Design PA (continued)*

The saturation of a color is its

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

**Performance Assessment:**

Administration Time: 3 hours

Number of Jobs: 3

***Areas Covered:***

50%

**Create a Logo**

*Participant will create a logo using typography and simple graphic shapes to produce a final company logo.*

25%

**Create a Static Web Page**

*Participant will create a static web page using appropriate logo, colors, and fonts to produce a final project.*

25%

**Create a Business Card**

*Participant will create thumbnails for business card layout using logo, colors, and text to produce a standard-sized business card.*

***Sample Job:*** Create a Logo

***Maximum Job Time:*** 1 hour

***Participant Activity:*** The participant will create a logo, using typography and simple graphic shapes.