KSDE

Arts, AV Technology and Communication Career Cluster

Pathway (CIP CODE: 50.0499): Visual Arts

Course KCCMS #: 30101

Principles of Illustration

Standard Alignment Document

Principles of Illustration explores a variety of media, tools and supports as a means to communicate ideas. Topics include an understanding of illustration as applicable to careers in graphic design, animation, apparel/textile design, industrial design, web design, architecture, interior design and fine arts. Techniques in traditional and digital illustration applications will be explored as directly linked to ever-changing social trends.

<u>Directions</u>: Refer to the crosswalk key to identify the alignment to the national standards and common core.

Essential Knowledge and Skills

Academic Foundations

	k: 0.1 Achieve additional academic knowledge and skills required to pursue the full range of	Alignment
career an	d postsecondary education opportunities within a career cluster.	
0.1.1	Adapt language for audience, purpose, situation (i.e. diction/structure, style).	ESS01.02.02
0.1.2	Compose focused copy for a variety of written documents (i.e. documents, notes, oral presentations reports).	ESS01.02.04
0.1.3	Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication and division.	ESS01.03.02
0.1.4	Analyze data when interpreting operational documents.	ESS01.03.07; S

Communications

Benchmark	: 0.2 Use oral and written communication skills in creating, expressing and interpreting	
information	information and ideas including technical terminology and information.	
0.2.1	Interpret information, data and observations to apply information learned from reading to	ESS02.01.04; S
	actual practice.	
0.2.2	Communicate effectively with others to foster positive relationships.	ESS02.02.05; *1.2.3
0.2.3	Reference the sources of information.	ESS02.03.03
0.2.4	Compose multi—paragraph documents clearly, succinctly, and accurately (i.e. correct	ESS02.05.01
	grammar, spelling, punctuation and capitalization).	
0.2.5	Deliver an oral presentation to provide information for specific purposes and audiences.	ESS02.06.01, 02.06.04

Problem Solving

Benchmark:	Benchmark: 0.3 Solve problems using creativity, innovation and critical thinking skills (analyze,	
synthesize, (and evaluate) independently and in teams .	
0.3.1	Analyze elements of a problem to determine solutions (including how to think creatively).	ESS03.01.02

Safety, Health and Environmental:

Benchmark:	0.4 Understand the importance of health, safety, and environmental management systems	
and follow o	organizational policies and procedures and contribute to continuous improvement in	
performanc	e and compliance.	
0.4.1	Follow operation manuals for all equipment and tools to maintain safe workplace for self and	ESS06.01.09; *1.2.7

	others.	
0.4.2	Demonstrate safe work habits and procedures (i.e. personal habits, electricity safety, storage	ARC06.02.02, 0604.01,
	of equipment).	06.05.02, 06.07.01;
		*1.2.7

Leadership and Teamwork:

	: 0.5 Use leadership and teamwork skills in collaborating with others to accomplish nal goals and objectives.	
0.5.1	Exhibit leadership skills (i.e. management of resources, listening to others, respect, supporting others).	ESS0701.02, 07.01.03, 07.01.04: *1.2.6
0.5.2	Work with others to achieve objectives in a timely manner (i.e. follow direction, take	ESS07.03.01; *1.2.4 &
	responsibility, respect for others and cooperation).	2.1.1

Ethics and Legal Responsibilities

Benchmark:	0.6 Know and understand the importance of professional ethics and legal responsibilities.	
0.6.1	Follow code of ethics for the Arts, AV and Communications field in all projects, decisions and	ESS08.01; ARC08.01.01,
	actions.	08.01.02; *1.2.8

Employability and Career Development

	0.7 Know and understand the importance of employability skills, effectively manage careers ortance of entrepreneurship skills.	
0.7.1	Model behaviors of a good employee (i.e. reliability, dependability, professionalism).	ESS09.06.01; *1.2.2 & 1.2.7
0.7.2	Create a record of work experiences, certifications and products.	ESS09.04.02; *1.2.2 & 16.1.5

Technical Skills

Comprehensive Standard:

1.0 Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.

Bench	Benchmark: 1. 1 Analyze career paths in the visual arts.	
1.1.1	Investigate careers that incorporate drawing skills (e.g. graphic design, animation, apparel/textile design, industrial design, web design, architecture, interior design and fine art).	*16.1.1; \$

Benchma	rk: 1. 2 Demonstrate technical skills related to careers in the visual arts.	
1.2.1	Research and identify major styles, terminology and categories of illustration based upon historical and contemporary market trends.	
1.2.2	Create designs, concepts and sample layout based on knowledge of element and design principles to solve a series of illustration problems for which there are no pre-established solutions.	
1.2.3	Understand concepts of perspective drawing and modeling of forms in black and white and color to look three dimensional on a two dimensional surface.	
1.2.4	Maintain a personal visual reference archive of which could include images, surfaces and previous design products.	
1.2.5	Create, evaluate and revise projects to communicate effectively to a select client or target audience.	
1.2.6	Prepare illustrations for a variety of purpose such as brochures, web pages, promotional products, technical illustration, literature, animation, newsletters or presentations.	
1.2.7	Prepare and present a portfolio of illustrations to convey concepts, information and examples of designs showing technical skills in a variety of media.	
1.2.8	Recognize and demonstrate productive attitudes and safe work habits in the studio.	*1.2.7

1.2.9 Understand the aesthetic aspects of decision making and critical analysis in the art process.

Crosswalk Key:

(ESS) Career Cluster Essential Knowledge and Skills (www.careertech.org)

(ARC) Arts, AV Communication Career Cluster Foundational Skills

(ARPA) Arts, AV Pathway Audio Visual

(ARPB) Arts, AV Pathway Broadcasting

(ARPF) Arts, AV Pathway Visual Arts

*National (2008) Family and Consumer Sciences Standards (www.aafcs.org)

(\$) National Jump\$tart Standards (Financial Literacy)

(A) Assessed Indicator for Kansas Assessment Tests

(R) Kansas Reading Curricular Standards

(MHS) Kansas Mathematics Curricular Standards—High School

(W) Kansas Writing Curricular Standards

(SC) Kansas School Counseling Standards

(H-G) Kansas History & Government; Economics & Geography Curricular Standards

(S) Kansas Science Curricular Standards

Third Party Assessments:

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Performance Assessment:

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