







A. Design, Visual, and Media Arts Pathway

The Design, Visual, and Media Arts pathway includes those occupations that use visual art, digital media, and Web-based tools and materials as the primary means of communication and expression. In addition to an understanding of current workplace practice, this career pathway requires the development of knowledge and skills in both visual art concepts as well as new and emerging digital processes by which individuals are able to create and communicate complex concepts in a broad range of occupations and professions.

Sample occupations associated with this pathway:

-  Digital Animator
-  Artistic Director
-  Commercial Artist
-  Web Designer
-  Museum Curator

- A1.0 Demonstrate ability to reorganize and integrate visual art elements across digital media and design applications.
 - A1.1 View and respond to a variety of industry-related artistic products integrating industry appropriate vocabulary.
 - A1.2 Identify and use the principles of design to discuss, analyze, and create projects and products across multiple industry applications.
 - A1.3 Describe the use of the elements of art to express mood in digital or traditional art work found in the commercial environment.
 - A1.4 Select industry-specific works and analyze the intent of the work and the appropriate use of media.
 - A1.5 Research and analyze the work of an artist or designer and how the artist's distinctive style contributes to their industry production.
 - A1.6 Compare and analyze art work done using electronic media with those done with materials traditionally used in the visual arts.
 - A1.7 Analyze and discuss complex ideas, such as distortion, color theory, arbitrary color, scale, expressive content, and real versus virtual in works of art.
 - A1.8 Compare how distortion is used in a variety of media to modify the message being communicated.
 - A1.9 Analyze the material used by a given artist and describe how its use influences the meaning of the work.



- A2.0 Apply artistic skills and processes to solve a variety of industry-relevant problems in a variety of traditional and electronic media.
 - A2.1 Demonstrate skill in the manipulation of digital imagery (either still or video) in an industry-relevant application.
 - A2.2 Demonstrate personal style and advanced proficiency in communicating an idea, theme, or emotion in an industry-relevant artistic product.
 - A2.3 Apply refined observation and drawing skills to solve an industry-relevant problem.
 - A2.4 Use visual metaphors in creating an artistic product.
 - A2.5 Compile a portfolio of multiple original two- and three-dimensional works of art that reflect technical skills in an industry-relevant application.
 - A2.6 Create an artistic product that involves the effective use of the elements of art and the principles of design.
 - A2.7 Create original works of art of increasing complexity and skill in a variety of media that reflect their feelings and points of view.
 - A2.8 Plan and create artistic products that reflect complex ideas, such as distortion, color theory, arbitrary color, scale, expressive content, and real versus virtual.
 - A2.9 Create a multimedia work of art that demonstrates knowledge of media and technology skills.

- A3.0 Analyze and assess the impact of history and culture on the development of professional arts and media products.
 - A3.1 Identify and describe the role and influence of new technologies on contemporary arts industry.
 - A3.2 Describe how the issues of time, place, and cultural influence and are reflected in a variety of artistic products.
 - A3.3 Identify contemporary styles and discuss the diverse social, economic, and political developments reflected in art work in an industry setting.
 - A3.4 Identify art in international industry and discuss ways in which the work reflects cultural perspective.
 - A3.5 Analyze similarities and differences of purpose in art created in culturally diverse industry applications.
 - A3.6 Investigate and discuss universal concepts expressed in visual media products from diverse cultures.

- A4.0 Analyze, assess, and identify effectiveness of artistic products based on elements of art, the principles of design, and professional industry standards.
 - A4.1 Develop written consumer assessment rubrics for separate, industry-specific art products.
 - A4.2 Deconstruct how beliefs, cultural traditions, and current social, economic, and political contexts influence commercial media (traditional and electronic).



- A4.3 Analyze the aesthetic value of a specific commercial work of art and defend that analysis from an industry perspective.
 - A4.4 Analyze the relationship between the artist, artistic product and audience in both an existing and self-generated project.
 - A4.5 Analyze and articulate how society influences the interpretation and effectiveness of an artistic product.
 - A4.6 Create an artistic product for a specific industry and modify that product to accommodate a different aesthetic perspective.
- A5.0 Identify essential industry competencies, explore commercial applications and develop a career specific personal plan.
- A5.1 Compare and contrast the ways in which different artistic media (television, newspapers, magazines, and electronic media) cover the same commercial content.
 - A5.2 Explore the role of art and design across various industry sectors and content areas.
 - A5.3 Deconstruct works of art, identifying psychological content found in the symbols and images and their relationship to industry and society.
 - A5.4 Predict how changes in technology might change the role and function of the visual arts in the workplace.
 - A5.5 Create a commercial artistic product that communicates a cross-cultural or universal theme.
 - A5.6 Prepare portfolios of original art created for a variety of purposes and commercial applications.
 - A5.7 Synthesize traditional art work and new technologies to design an artistic product to be used by a specific industry.
- A6.0 Analyze characteristics of subgenres (e.g., satire, parody, allegory, pastoral) that are used in poetry, prose, plays, novels, short stories, essays, and other basic genres.
- A6.1 Evaluate the ways in which irony, tone, mood, the author's style, and the "sound" of language achieve specific rhetorical or aesthetic purposes or both.
 - A6.2 Analyze the way in which authors through the centuries have used archetypes drawn from myth and tradition in literature, film, political speeches, and religious writings.
 - A6.3 Debate the philosophical arguments presented in literary works to determine whether the authors' positions have contributed to the quality of each work and the credibility of the characters (philosophical approach).
- A7.0 Demonstrate an understanding of the elements of discourse (e.g., purpose, speaker, audience, form) when completing narrative, expository, persuasive, or descriptive writing assignments.
- A7.1 Use point of view, characterization, style (e.g., use of irony), and related elements for specific rhetorical and aesthetic purposes.
 - A7.2 Use language in natural, fresh, and vivid ways to establish a specific tone.



- A7.3 Enhance meaning by employing rhetorical devices, including extended use of parallelism, repetition, analogy; incorporation of visual aids (e.g., graphs, tables, pictures); and the issuance of a call for action.
- A7.4 Integrate databases, graphics, and spreadsheets into electronically processed documents.
- A7.5 Revise text to highlight the individual voice, improve sentence variety and style, and enhance subtlety of meaning and tone in ways that are consistent with the purpose, audience, and genre.
- A8.0 Understand the key technical and technological requirements applicable to various segments of the Media and Design Arts Pathway.
 - A8.1 Understand the component steps and skills required to design, edit, and produce a production for audio, video, electronic, or printed presentation.
 - A8.2 Use technology to create a variety of audio, visual, written, and electronic products and presentations.
 - A8.3 Know the features and uses of current and emerging technology related to computing (e.g., optical character recognition, sound processing, cable TV, cellular phones).
 - A8.4 Analyze the way in which technical design (e.g., color theory, lighting, graphics, typography, posters, sound, costumes, makeup) contributes to an artistic product, performance, or presentation.
 - A8.5 Differentiate writing processes, formats, and conventions used for various media.
 - A8.6 Analyze and assess technical support options related to various media and design arts.
 - A8.7 Evaluate how advanced and emerging technologies (e.g., virtual environment or voice recognition software) affect or improve media and design arts products or productions.