



## Specific Competencies and Skills Tested in this Assessment:

### Computer Literacy

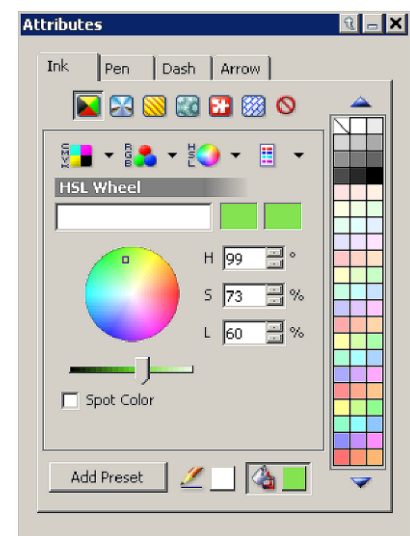
- Demonstrate knowledge of computer terminology
- Identify and operate peripherals
- Demonstrate appropriate knowledge and use of software
- Apply basic troubleshooting and maintenance skills
- Demonstrate file management skills
- Identify and explain various file formats (e.g., pdf, .jpeg, .gif, .eps)
- Describe procedures involved with importing and exporting
- Identify legal restrictions

### Multimedia

- Define multimedia terminology, including web based and video
- Identify various types of multimedia applications
- Correctly use and present various types of multimedia
- Demonstrate knowledge of the Internet and its uses
- Demonstrate basic principles of web design
- 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 good layout, including communication, organization, and attractiveness
- Apply principles of digital technology
- Evaluate/critique the effectiveness of visual communications and multimedia design



## Specific Competencies and Skills Continued:

### Conceptual Design Process

- Identify elements of design specifications for customers
- Explain the importance and use of brainstorming and research
- Apply knowledge of thumbnails and storyboards
- Contrast the elements of rough and final art
- 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, 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 type measurements and tools
- Identify and use proofreader's marks
- Diagnose typography problems (e.g., kerning, tracking, leading)
- Identify and distinguish between special characters (e.g., Em space, En space, ligatures, Em dashes, En dashes)
- Choose and apply appropriate typeface per various jobs
- Differentiate between various type fonts (e.g., TrueType, OpenType, Postscript)

**Type**  
Type  
Type

### Materials and Tools

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

## Specific Competencies and Skills Continued

### Safety

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

### Career Overview

- Identify career options in the visual communications and multimedia design field
- Identify the educational requirements for various visual communications and multimedia design careers
- Identify elements of a professional portfolio for the visual communications and multimedia design field
- Identify ways in which visual communications and multimedia design can be used in business

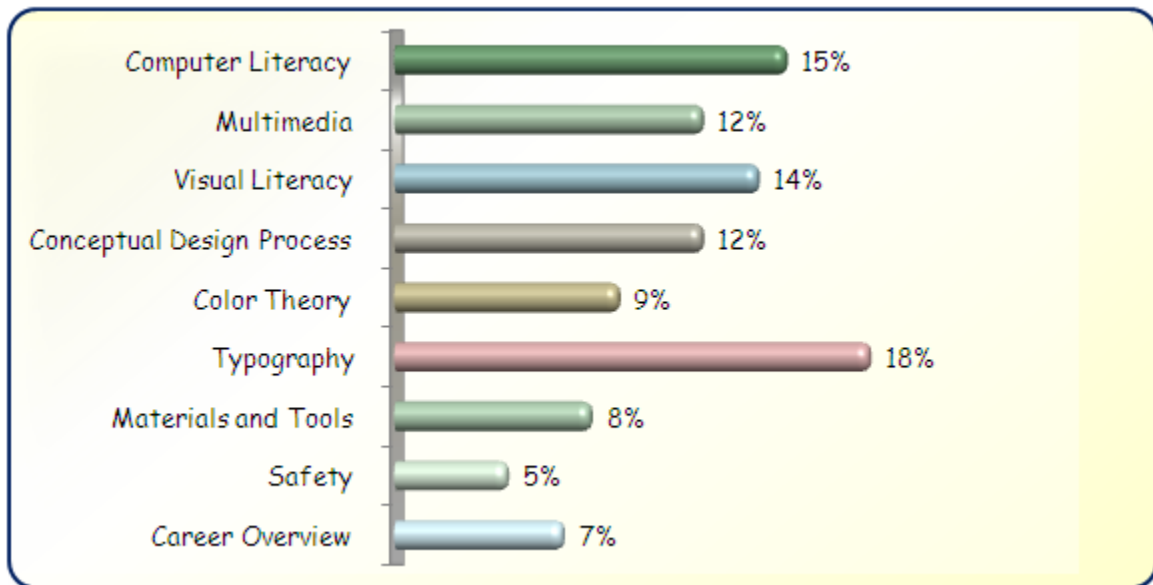


## Written Assessment:

Administration Time: 3 hours

Number of Questions: 178

### Areas Covered:



## Sample Questions:

DPI refers to

- A. dots per increment
- B. dots per inch
- C. desktop publishing information
- D. desktop publishing interface

The distribution of visual weight in a layout creates

- A. variety
- B. balance
- C. unity
- D. rhythm

Line art consists of type and

- A. word processing
- B. occupational imaging
- C. air brushed images
- D. solid shapes

The primary colors on a subtractive color wheel are

- A. red, green, and blue
- B. red, yellow, and green
- C. red, yellow, and blue
- D. yellow, green, and blue

A device used to assist in freehand tracing original artwork is a

- A. light table
- B. template
- C. scanner
- D. photocopier



## Performance Assessment:

**Administration Time:** 3 hours

**Number of Jobs:** 2

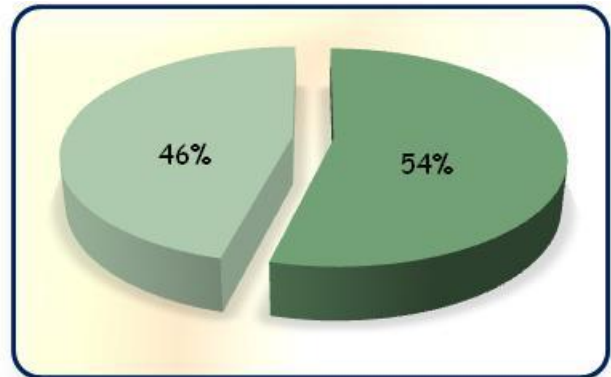
### Areas Covered:

#### 54% **Corporate Logo**

Use of typography and graphic shapes, logo size, thumbnails, roughs, comprehensives, and timeliness of job.

#### 46% **Web Banner**

Banner size and color, web graphic optimization, banner promotion of company, proper file management, and timeliness of job.



**Sample Job:** Corporate Logo

**Maximum Time:** 2 hours

**Participant Activity:** The test participant will create a corporate logo using typography and simple graphic shapes (circle, line, geometric shapes, etc.).



The Association for Career and Technical Education (ACTE), the leading professional organization for career and technical educators, commends all students who participate in career and technical education programs and choose to validate their educational attainment through rigorous technical assessments. In taking this assessment you demonstrate to your school, your parents and guardians, your future employers and yourself that you understand the concepts and knowledge needed to succeed in the workplace. Good Luck!

