

Job Ready Assessment Blueprint

Visual Communications and  
Multimedia Design



Test Code: 2425 / Version: 01

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## General Assessment Information

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**Test Type:** The Visual Communications and Multimedia Design industry-based credential is included in NOCTI's Job Ready assessment battery. Job Ready assessments measure technical skills at the occupational level and include items which gauge factual and theoretical knowledge. Job Ready assessments typically offer both a written and performance component and can be used at the secondary and post-secondary levels. Job Ready assessments can be delivered in an online or paper/pencil format.

**Revision Team:** The assessment content is based on input from secondary, post-secondary, and business/industry representatives from the states of New York, Oklahoma, and Pennsylvania.



09.0702- Digital Communications and Media/Multimedia



Career Cluster 3- Arts, A/V Technology, and Communications



27-3099.00- Media and Communication Workers, all Other

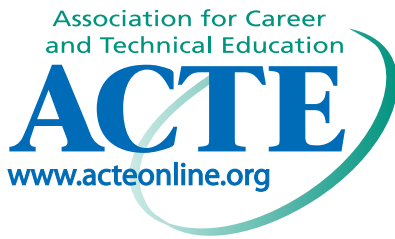


**NATIONAL COLLEGE CREDIT RECOMMENDATION SERVICE**  
University of the State of New York - Regents Research Fund

In the lower division baccalaureate/associate degree category, 3 semester hours in Visual Communications, Graphic Design, Web Design, or Multimedia

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## General Assessment Information (continued)



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!



INTERNATIONAL SIGN ASSOCIATION

[www.signs.org](http://www.signs.org)

The International Sign Association (ISA) represents manufacturers, suppliers and users of on-premise signs and sign products from all 50 states and around the globe. The sign and visual communications industry is a \$37.5 billion business that employs more than 200,000 individuals. One of ISA's long term goals is to showcase and promote the many exciting and diverse career opportunities that exist within the sign and visual communications industry and to apprise students of the abundant employment opportunities that are present to skilled and qualified candidates. ISA strongly encourages and supports students that work to enhance their educational achievements by completing NOCTI assessments.

## Written Assessment

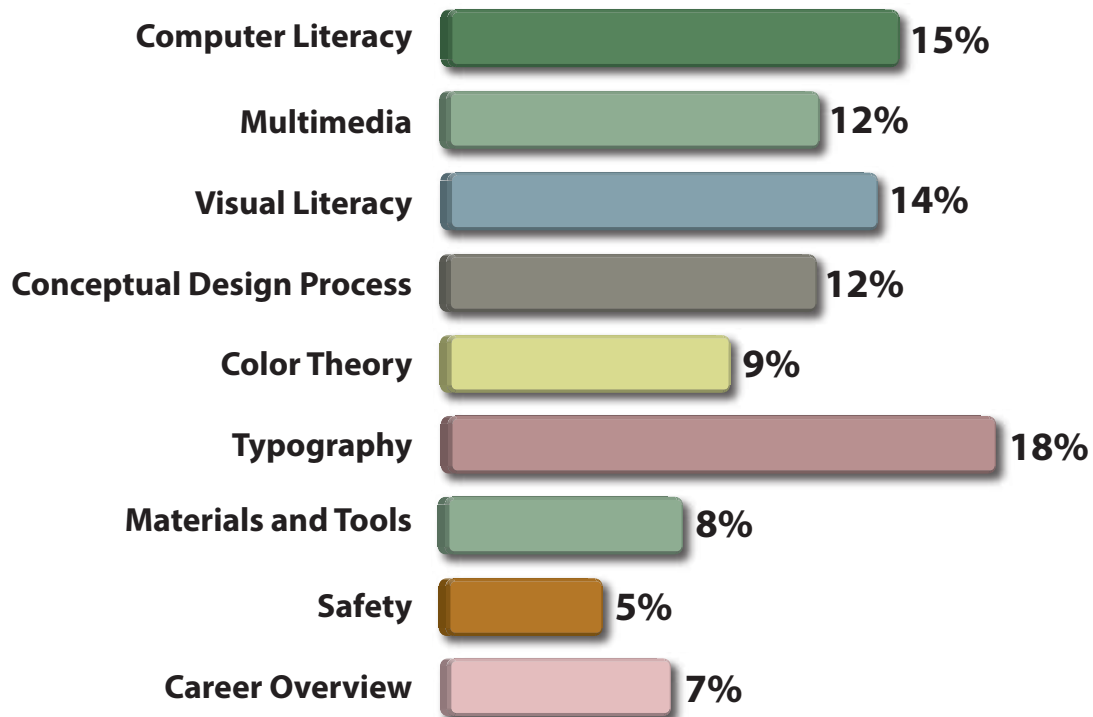
NOCTI written assessments consist of questions to measure an individual's factual theoretical knowledge.

**Administration Time:** 3 hours

**Number of Questions:** 178

**Number of Sessions:** This assessment may be administered in one, two, or three sessions.

### Areas Covered



## Specific Standards and Competencies Included 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

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## Specific Standards and Competencies (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)

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## Specific Standards and Competencies (continued)

### 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

### 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



## 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

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### Sample Questions (continued)

**To import an image into most graphic software programs, go to the \_\_\_\_\_ menu.**

- A. edit
- B. file
- C. image
- D. view

**Which of the following is the most appropriate sequence for the beginning of the design process?**

- A. research, brainstorm, then thumbnails
- B. brainstorm, research, then thumbnails
- C. research, brainstorm, then roughs
- D. brainstorm, research, then roughs

**When developing roughs, the work should be \_\_\_\_\_ the final product.**

- A. a larger aspect ratio than
- B. one-half size of
- C. the same aspect ratio as
- D. twice the size of

**Adding white to a color can produce a**

- A. tone
- B. tint
- C. depth
- D. solidarity

**What is the safest way to discard a used X-acto blade?**

- A. Break the tip off and place in the trash can.
- B. Place it in the original box.
- C. Wrap it with tape and throw in the trash can.
- D. Place it in an approved disposal container.

## Performance Assessment

NOCTI performance assessments allow individuals to demonstrate their acquired skills by completing actual jobs using the tools, materials, machines, and equipment related to the technical area.

**Administration Time:** 3 hours

**Number of Jobs:** 2

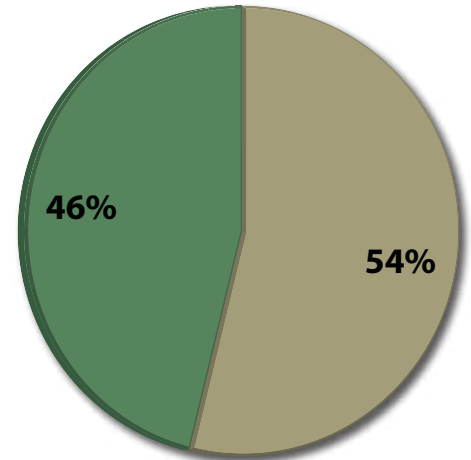
### Areas Covered:

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

Participants will use effective typography and graphic shapes to create a logo of the correct size by sketching multiple thumbnails, creating roughs, and making comprehensives.

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

Participants will create a web banner of the correct size, with optimized web graphics in full color, which promotes the company and uses proper file management.



## 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.).

