NOCTI

Visual Communications and Multimedia Design

General Assessment Information

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 Jersey, New York, and Pennsylvania.
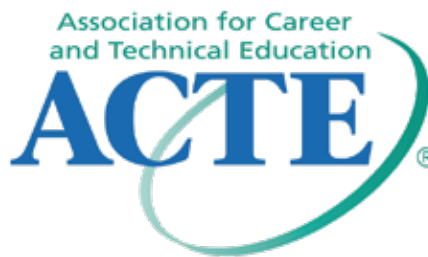
09.0702- Digital Communications and Media/Multimedia

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

27-3099.00- Media and Communication Workers, all Other

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!
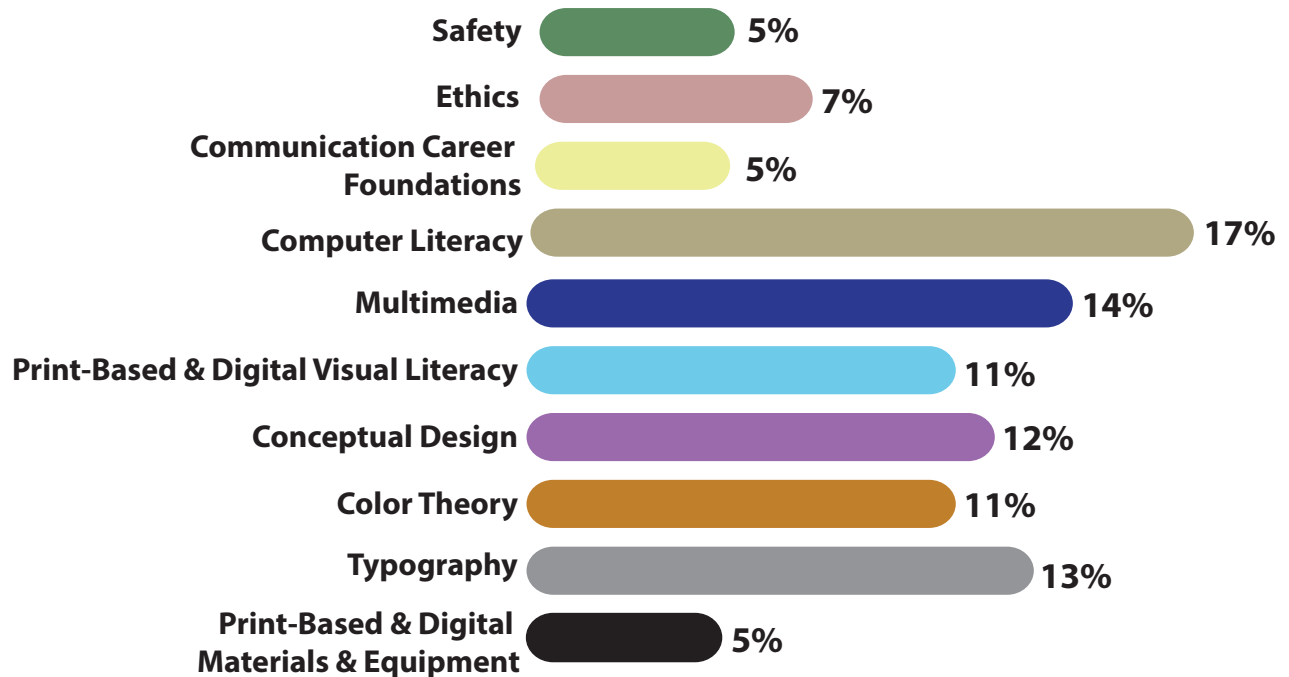
Written Assessment

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

Administration Time: 3 hours
Number of Questions: 189
Number of Sessions: This assessment may be administered in one, two, or three sessions.

Areas Covered

Area	Percentage
Safety	5%
Ethics	7%
Communication Career Foundations	5%
Computer Literacy	17%
Multimedia	14%
Print-Based & Digital Visual Literacy	11%
Conceptual Design	12%
Color Theory	11%
Typography	13%
Print-Based & Digital Materials & Equipment	5%

Specific Standards and Competencies Included in this Assessment

Safety
- Demonstrate application of appropriate industry safety practices
- Demonstrate application of appropriate electrical safety practices
- Demonstrate application of appropriate chemical safety practices

Ethics
- Identify ethical responsibilities with regard to copyright and infringement
- Demonstrate awareness of government and industry regulations and standards
- Identify the characteristics of positive digital citizenship
- Understand how to maintain a positive digital footprint

Communication Career Foundations
- Identify educational requirements for various visual communications and ultimedia design careers
- Identify elements of a professional portfolio for the visual communications and multimedia design
- Understand how visual communications and multimedia design apply to business

Computer Literacy
- Demonstrate knowledge of computer terminology
- Identify issues of web safety and personal/professional online confidentiality
- Demonstrate understanding of different platforms and cross-application design
- Identify and operate peripherals
- Demonstrate appropriate knowledge and use of industry-standard software
- Demonstrate application of basic troubleshooting and maintenance skills
- Demonstrate file management skills
- Identify and explain various file formats (e.g., .pdf, .jpg, .png)
- Demonstrate understanding of procedures involved in importing and exporting

Specific Standards and Competencies (continued)

Multimedia
- Define multimedia terminology, including web-based terminology
- Identify ways that social media impacts the industry
- Identify various types of multimedia applications that include current technology
- Identify how to incorporate interactivity in multimedia projects
- Demonstrate knowledge of basic principles of web design
- Demonstrate knowledge of basic principles of animation

Print-Based & Digital Visual Literacy
- Define and use the elements of design (e.g., line, space, value)
- Define and use the principles of design (e.g., unity, balance, rhythm)
- Demonstrate application of elements of a successful composition
- Evaluate/Critique the effectiveness of visual communications and media design

Conceptual Design
- Identify elements of design specifications for customers
- Identify the importance and use of brainstorming and various types of research
- Apply knowledge of conceptual design terminology, thumbnails, and storyboards
- Apply appropriate design production techniques for output
- Proof projects (e.g., proof marks)

Color Theory
- Demonstrate knowledge of color concepts, including primary, secondary, and tertiary colors
- Identify and apply additive and subtractive color principles
- Apply correct usage of RGB, CMYK, HEX, and spot color
- Identify characteristics of color (e.g., tint, shade, value)
- Select appropriate color involving the psychology of color

Specific Standards and Competencies (continued)

Typography
- Demonstrate knowledge of typographic terminology
- Identify the anatomy of type
- Identify characteristics of type styles and families
- Identify and demonstrate appropriate use of various types of measurements
- Manage typography design problems and preflight check when designing and exporting
- Choose and apply appropriate typeface, including ones for various jobs

Print-Based & Digital Materials & Equipment
- Identify and properly use equipment
- Identify and properly use electronic tools (e.g., hardware)
- Identify and properly use presentation material

Sample Questions

Spray mount should be used in a
      A. confined space
      B. room with low lighting
      C. well-ventilated area
      D. location near a heat source

What colors of matte board are <u>best</u> for a professional portfolio?
      A. hot
      B. pastel
      C. neutral
      D. primary

The main advantages of working with vector images is the ability to
      A. scan images
      B. resize pixels without loss of detail
      C. create typefaces
      D. resize artwork without loss of detail

Everything that is posted online can be saved for
      A. a time before the user removes it
      B. an unlimited amount of time
      C. two to four weeks
      D. six months to a year

An effectively designed travel brochure should incorporate
      A. all images and no text
      B. equal amounts of text and images
      C. less text and more images
      D. more text than images

Sample Questions (continued)

The saturation of a color is its
    A. shade
    B. hue
    C. value
    D. intensity

A well-executed _____ helps to assure as many target consumers are exposed to the advertised message as possible.
    A. media plan
    B. website
    C. brochure
    D. infomercial

A specific example of interactive media is
    A. collaborative working
    B. television
    C. mobile application
    D. smart phones

What does the red plus on a textbox indicate?
    A. overset text
    B. incorrect font
    C. point size
    D. copyright error

What type of cartridge does a laser printer require?
    A. graphite
    B. ink
    C. toner
    D. paint

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: 3

Areas Covered:
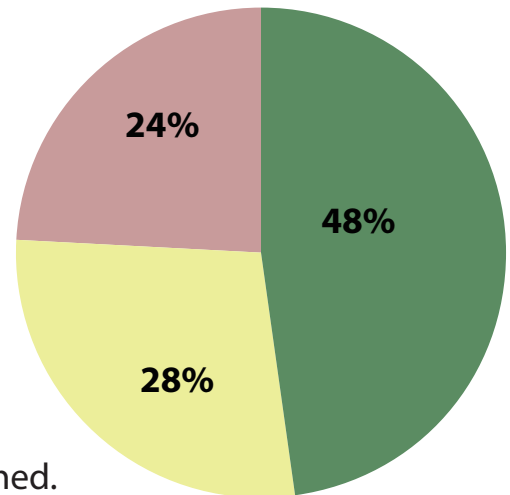
48% Create a Logo
Participant will create a logo using typography and simple graphic shapes to produce a final company logo, produce logo in vector drawing program, print logo, save as PDF, and notify evaluator when finished.

28% Create a Static Web page
Participant will create a mock-up static web page using appropriate logo, colors, and fonts to produce a final project, apply the logo from Job 1, save file, and notify evaluator when finished.

24% Create a Business Card
Participant will create thumbnails for business card layout using logo, colors, and text to produce a standard-sized business card, print card in color, save file, and notify evaluator when finished.

Sample Job

Create a Logo

Maximum Time: 1 hour

Participant Activity: The participant will create a logo no larger than 5 by 5 inches, using typography and simple graphic shapes, develop thumbnails and roughs of the