Oregon CTE

Arts, A/V Technology, and Communications: Career Cluster Knowledge and Skill Statements with Suggested Performance Indicators

Demonstrate knowledge of the history of the digital arts and graphic design field based on analysis of a variety of media artworks FA-DAAV01	**A** Describe trends in graphic design and their potential impacts on the future of the industry FA-DAAV01.A
	B Describe the historical evolution of the graphic design field and how current strategies build on past efforts FA-DAAV01.B
	C Describe the role and influences of media in society, and the potential impacts of technological developments in the digital arts FA-DAAV01.C
	D Identify art movements that have impacted digital arts and graphic design FA-DAAV01.D
	E Describe how the digital arts and graphic design industry influences aspects of life in the United States (e.g., politics, popular culture, the economy) FA-DAAV01.E
Demonstrate an understanding of the digital arts and graphic design field FA-DAAV02	**A** Analyze various careers and their job descriptions and the educational requirements and certifications to find entry-level employment FA-DAAV02.A
	B Define and use industry standard terminology to communicate information FA-DAAV02.B
	C Critique the production of and qualities of visual and multimedia works FA-DAAV02.C
	D Describe the types and roles of organizations that work in the digital arts and graphic design fields FA-DAAV02.D
	E Define gig work and how independent contractors can interface with organizational teams FA-DAAV02.E

Skip to main content

Analyze and use the elements and principles of design FA-DAAV03	**A**	**Describe the design process, including critical phases of pre-production, production, and post-production** FA-DAAV03.A
	B	**Understand and apply the elements of design including space, line, color, shape, texture, form, and value** FA-DAAV03.A.B
	C	**Understand the principles of design including balance, unity, harmony, contrast, hierarchy, alignment, repetition, variety, emphasis, proportion, functionality, proximity, and color theory** FA-DAAV03.C
	D	**Understand and apply color symbolism, perception, and psychology** FA-DAAV03.D
	E	**Use the elements and principles of design to create designs using various materials, components, and techniques (e.g., manual and digital sketching)** FA-DAAV03.E
	F	**Identify the anatomical components and qualities of type (e.g., x-height, ascenders, descenders, counters, etc.)** FA-DAAV03.F
Apply principles and elements of design FA-DAAV04	**A**	**Apply effective use of negative space, composition, message structure, graphics, etc., to graphic work** FA-DAAV04.A
	B	**Create graphic works utilizing grids and templates** FA-DAAV04.B
	C	**Demonstrate layout skills for print collateral (i.e., business cards, newspapers, packaging, etc.) and digital media** FA-DAAV04.C
	D	**Explain the importance of consistency of design, usability, and core messaging** FA-DAAV04.D
	E	**Analyze branding and organizational identity, its purpose and constituents, and create a visual that contains all the richness of the brand** FA-DAAV04.E
	F	**Apply measurement tools and ratio analysis to image positioning in graphic works, and solve aspect ratio proportion measurement in video and animation development** FA-DAAV04.F
	G	**Strategically utilize generative methods to formulate multiple ideas and increase the originality of approaches and design** FA-DAAV04.G
Demonstrate knowledge of the key aspects of production using industry standard software FA-DAAV05	**A**	**Generate and refine multiple project ideas (through the use of thumbnails, roughs, mock-ups, wireframes, etc.), and create a storyboard or prototype** FA-DAAV05.A
	B	**Analyze differences and appropriate applications of vector-based and bitmap images** FA-DAAV05.B
		Jse a variety of input devices to import photos, images, and other content FA-AAV05.C

Skip to main content

D Incorporate the use of image manipulation and illustration software into final products FA-DAAV05.D

E Apply nondestructive image editing techniques such as layering and masking FA-DAAV05.E

F Use different selection tools and techniques to manipulate images and practice in-camera composition and cropping FA-DAAV05.F

G Use appropriate resolution, compression, and file formats for various media outputs including web, video, and print, and appropriate color modes in graphic works including but not limited to RGB and CMYK FA-DAAV05.G

H Develop and apply a personal aesthetic in designing artistic ideas and production strategies, considering context and project constraints FA-DAAV05.H

Demonstrate knowledge of the design workflow process to increase success and productivity FA-DAAV06

A Synthesize information collected from communications with clients and other stakeholders to define a scope of work to meet customer needs FA-DAAV06.A

B Identify the resources and budget to meet project requirements FA-DAAV06.B

C Describe project management and create a workflow for a project, including activities, timeline, critical milestones and deliverables, and potential risks and contingency plans FA-DAAV06.C

D Recognize differences in how individuals organize, synthesize, and analyze information FA-DAAV06.D

E Produce functional and visual design specifications to create projects FA-DAAV06.E

F Analyze customer needs and provide software technical support FA-DAAV06.F

G Identify and perform product maintenance activities FA-DAAV06.G

Demonstrate knowledge of legal issues related to design FA-DAAV07

A Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio, and video rights), and software licensing FA-DAAV07.A

B Describe laws governing brand issues, trademark, and other proprietary rights FA-DAAV07.B

C Explain the ethical and le.g.al consequences of violating copyright, privacy, and data security laws FA-DAAV07.C

D Define fair use including authorships, rights of use for work and likeness, and credit lines and model fair use in production of graphic works FA-DAAV07.D

Skip to main content

De ... **Research and discuss censorship as it applies to the design industry** FA-DAAV08.A

of ethical issues related

to design FA-DAAV08	**B** Explain the purpose of non-disclosure agreements (NDA), the types of requirements that may be included, and the expectations surrounding their use FA-DAAV08.B
	C Incorporate cultural sensitivity and diversity awareness into the design process, informed by an understanding of current digital issues surrounding representation and digital technology FA-DAAV08.C
	D Explain what constitutes ethical behavior in various situations and settings, and incorporate ethical behaviors in graphic works FA-DAAV08.D
Apply design requirements/ elements for the diversity of needs, values, and social patterns in project design to promote equity FA-DAAV09	**A** Understand how design is impacted by needs, values, social patterns, and preferences FA-DAAV09.A
	B Understand the basic principles of the environmental impact of a design project FA-DAAV09.B
	C Evaluate and align sustainable design elements to add value to the project FA-DAAV09.C
	D Apply design requirements to accommodate people with varying physical disabilities FA-DAAV09.D
	E Understand how implicit and explicit biases (e.g., classism, racism, sexism, homo/transphobia, antisemitism, Islamophobia, ableism, ageism) may impact project design FA-DAAV09.E
Apply knowledge of industry standard equipment, software and technology skills related to production FA-DAAV10	**A** Apply knowledge of lighting requirements for a planned production FA-DAAV10.A
	B Demonstrate knowledge of camera operations, video signals, and video formats FA-DAAV10.B
	C Demonstrate the use of software used in film and video production and editing FA-DAAV10.C
	D Apply knowledge of basic editing to film, video, and multimedia production FA-DAAV10.D
	E Demonstrate operation and maintenance of film and video systems FA-DAAV10.E
	F Apply knowledge of control peripherals used for editing film, video, and multimedia production FA-DAAV10.F
Understand and apply elements of two- and three-dimensional me de	**A** Apply art elements and design principles to work in various media FA-DAAV11.A
	B Create and refine a media artwork design idea (and/or digital storyboard) to convey a specific purpose or message for a particular audience or context FA-AAV11.B

Skip to main content

production, and/or special effects FA-DAAV11	**C** Refine production processes integrating content and stylistic conventions in media arts production, demonstrating understanding of associated principles such as continuity and juxtaposition FA-DAAV11.C
	D Create 3D art using analog means to inform digital work FA-DAAV11.D
	E Use 3D software to create texture and explore the fundamentals of design in animation including posing, timing, key framing, interpolation, transformations, and rendering FA-DAAV11.E
Apply knowledge of industry standard equipment, software, and technical skills related to media production FA-DAAV12	**A** Apply knowledge of media equipment for productions, including basic recording equipment, microphones, pick-up patterns equalizers, mixing consoles, and quality monitoring equipment FA-DAAV12.A
	B Exhibit knowledge of analog and digital audio formats FA-DAAV12.B
	C Demonstrate the techniques required for synchronization of audio and video, including multiple soundtracks FA-DAAV12.C
	D Exhibit how to write audio scripts for various types of programs FA-DAAV12.D
Exhibit ability to edit media productions FA-DAAV13	**A** Understand and apply concepts of melody, harmony, texture, rhythm, form, and basic composition in audio arranging, composing and production FA-DAAV13.A
	B Understand the basic functions and resources for editing media for expressive effect FA-DAAV13.B
	C Apply knowledge of basic editing to both linear and non-linear systems FA-DAAV13.C
	D Apply knowledge of control peripherals used for editing FA-DAAV13.D
	E Demonstrate how to operate and troubleshoot wireless and cabled media systems FA-DAAV13.E
	F Understand the importance of experiencing and studying a wide range of music, both live and recorded FA-DAAV13.F
Understand the history and evolution of photography FA-DAAV14	**A** Demonstrate knowledge of approaches and trends in photography FA-DAAV14.A
	B Demonstrate knowledge of photographers who have made an impact on the shaping of mages that influenced history and culture, including photographers from historically marginalized groups FA-DAAV14.B
	C Demonstrate knowledge of photography and its role in art movements FA-DAAV14.C
	Demonstrate knowledge of the changing technology in photography FA-DAAV14.D

Skip to main content

Understand and demonstrate the use of photographic principles and processes FA-DAAV15	**A** Understand and apply the theory of light, characteristics of light and optical principles, color temperature, and color relationships FA-DAAV15.A
	B Describe use of the elements of art (e.g., color, line, form, shape, space, texture, value), design, and composition in photography FA-DAAV15.B
	C Demonstrate basic photographic techniques including center of interest, subject placement, perspective, and balance FA-DAAV15.C
	D Understand and apply basic principles of shutter speed, aperture, metering, optics lighting and digital capture FA-DAAV15.D
	E Describe the fundamentals of professional software applications to produce digital images using computer software FA-DAAV15.E
	F Understand various options available to images including digital compression, color management, and output options FA-DAAV15.F
	G Develop confidence in experimentation with photography FA-DAAV15.G
Demonstrate the use of photography equipment and software that supports photography FA-DAAV16	**A** Demonstrate the use of still cameras, motion media equipment, and controls FA-DAAV16.A
	B Produce a variety of digital images using computer software FA-DAAV16.B
	C Demonstrate knowledge of light sensitive material, photographic filters, and lenses FA-DAAV16.C
	D Demonstrate the use of lighting equipment and devices FA-DAAV16.D
	E Demonstrate how to use image presentation software to manage images and create promotional pieces FA-DAAV16.E