



Visual Media Design

Career Cluster	Arts, Audio-Visual Technology & Communications
Course Code	05162
Prerequisite(s)	Intro to Arts/AV and Communications
Credit	0.5 credit
Program of Study and Sequence	Introduction to Arts, A/V Technology and Communications – Visual Media Design – pathway course – Capstone Experience
Student Organization	None
Coordinating Work-Based Learning	Guest Speakers, Field Trips
Industry Certifications	National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology and Communications Cluster Endorsement; Visual Arts Pathway Endorsement
Resources	

Course Description

Visual Media Design examines the topics of theory, two-dimensional graphic design, environmental graphic design, typography, illustration, photographic illustration and interactive media. Introduction is presented regarding how and why professionals in the field of visual communication create meaning and context through their work. Students explore the language of visual communication, how communication is influenced by form, content and context.

Program of Study Application

Visual Media Design is a Level I Pathway Course in the A/V, Technology, and Film; Journalism and Broadcasting; and the Visual Arts Pathway. Visual Media Design will prepare a student to enter a Level II pathway course in any of the Arts, A/V Tech and Communications pathways.

Course Standards

VC 1: Explore careers and employability skills in the commercial visual arts.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	VC 1.1 Demonstrate knowledge of the careers available in the visual communications industry.
Two Skill/Concept	VC 1.2 Examine and critique composition of professional portfolios.

VC 2: Apply elements of art and principles of design.

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	VC 2.1 Utilize elements of art in visual communications.
Two Skill/Concept	VC 2.2 Utilize the principles of design in visual communications.

VC 3: Demonstrate effective use of typography.

<i>Webb Level</i>	<i>Sub-indicator</i>
One Recall	VC 3.1 Identify common typography terminology used in typography.
Two Skill/Concept	VC 3.2 Understand the use, and application and psychological impact of typography in visual communication.

VC 4: Utilize methods and materials used in visual media design.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	VC 4.1 Explore methods used in 2D/3D visual communications.
Two Skill/Concept	VC 4.2 Explore materials used in 2D/3D visual communications.
Two Skill/Concept	VC 4.3 Explore emerging techniques and technology in visual communications.
Three Strategic Thinking	VC 4.4 Create visual communications media.

VC 5: Demonstrate safe practice and ethics in visual media design.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	VC 5.1 Demonstrate safe practices in a work environment.
One Recall	VC 5.2 Define legal issues and their impact on visual communications and creators.
Two Skill/Concept	VC 5.3 Practice correct copyright usage.