

Job Ready Assessment Blueprint

Visual Communications and  
Interactive Media Design



Test Code: 3425 / Version: 01

## General Assessment Information

### Blueprint Contents

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**Test Type:** The Visual Communications and Interactive Media 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 Connecticut, Georgia, Idaho, Kentucky, Michigan, Minnesota, New York, and Ohio.



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

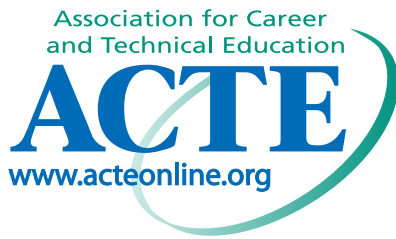


**NATIONAL COLLEGE CREDIT RECOMMENDATION SERVICE**  
University of the State of New York - Regents Research Fund

In the lower division baccalaureate/associate degree category, 6 semester hours in Commercial Illustration, Graphic Design, Motion Graphic and Interactive Design, Photography, Audio-Video Production, Audio-Video Communications, Scriptwriting, Video Production or Audio Production

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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

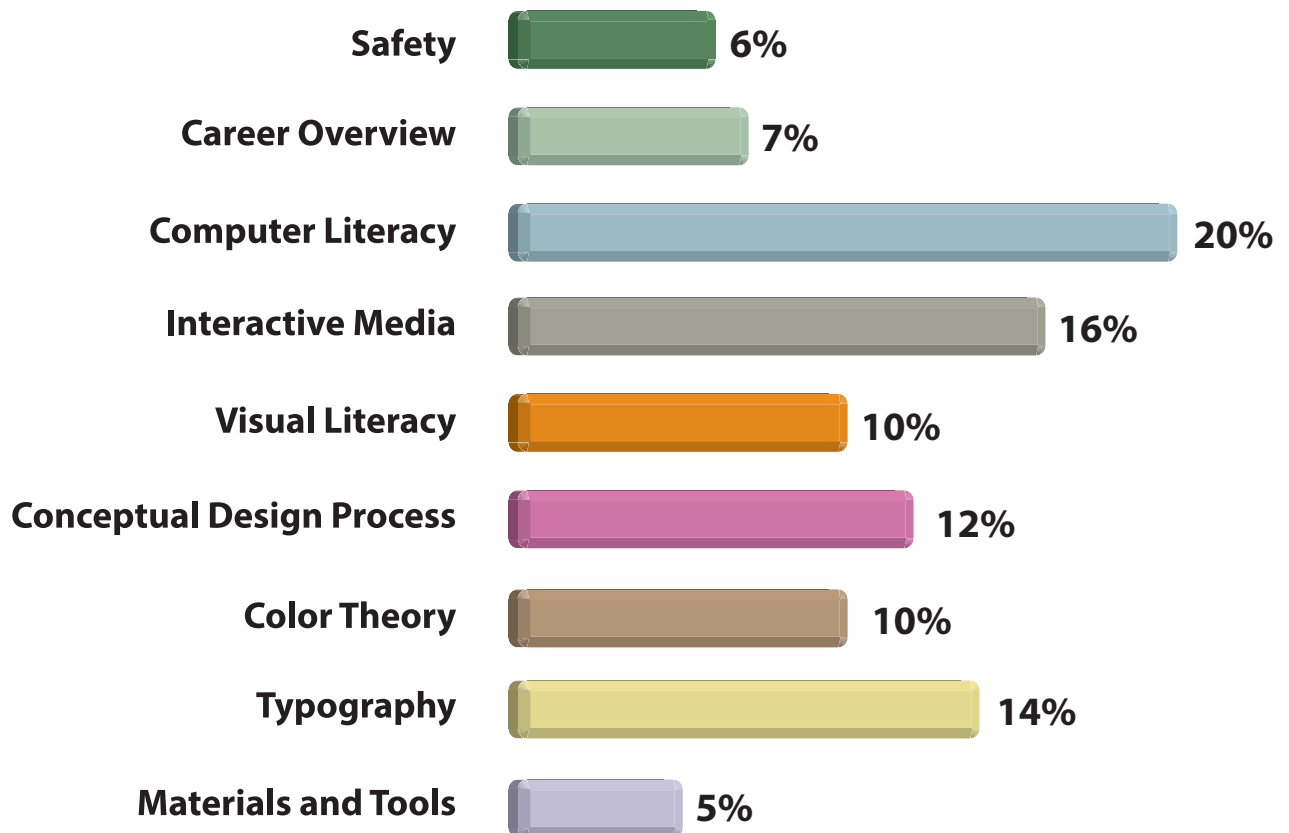
NOCTI written assessments consist of questions to measure an individual's factual theoretical knowledge.

**Administration Time:** 3 hours

**Number of Questions:** 189

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

### Areas Covered



## Specific Standards and Competencies Included in this Assessment

### Safety

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

### Career Overview

- Identify and describe career options/emerging trends in visual communication and interactive media
- Identify the educational requirements for various visual communications and interactive media design careers
- Identify elements of a professional portfolio for the visual communications and interactive media design field
- Identify ways in which visual communication and interactive media design can be used in business

### Computer Literacy

- Demonstrate knowledge of computer terminology
- Identify issues of cyber-safety and personal/professional online confidentiality
- Apply understanding of different platforms and cross-application design
- Identify and operate peripherals
- Demonstrate appropriate knowledge and use of industry-standard software
- Apply basic troubleshooting and maintenance skills
- Demonstrate file management skills
- Identify and explain various file formats (e.g., .pdf, .jpg, .gif, .eps, .png)
- Describe procedures involved with importing and exporting
- Identify legal and ethical responsibilities



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## Specific Standards and Competencies (continued)

### Interactive Media

- Define interactive media terminology, including web-based, video, and audio
- Identify ways that social media marketing impacts the industry
- Identify various types of interactive media applications, including emerging technology
- Correctly use and present various types of interactive media
- Demonstrate knowledge of the Internet and its uses
- Demonstrate awareness of governmental and industrial regulations
- Demonstrate basic principles of web design, including fundamental coding
- 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 successful layout, including communication, organization, and attractiveness
- Evaluate/critique the effectiveness of visual communications and interactive media design

### Conceptual Design Process

- Identify elements of design specifications for customers
- Explain the importance and use of brainstorming and various types of research
- Apply knowledge of thumbnails and storyboards
- Contrast the elements of rough and final art
- Apply appropriate production techniques for output process
- Proof documents and other projects

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## Specific Standards and Competencies (continued)

### 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, HEX, 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 types of measurements and tools
- Identify and use proofreader's marks
- Diagnose typography design problems (e.g., kerning, tracking, leading)
- Choose and apply appropriate typeface per various jobs

### Materials and Tools

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



## Sample Questions

**Spray mount should be used in a**

- A. well-vented area
- B. low-light area
- C. confined area
- D. location near a heat source

**The main advantages of working with vector images is the ability to**

- A. scan images
- B. resize pixels without detail loss
- C. create typefaces
- D. resize artwork without detail loss

**Teensquared.com is also known as a**

- A. HTTP
- B. domain name
- C. locator
- D. search engine

**One component of visual communication involves**

- A. sound
- B. voice
- C. touch
- D. color

**The saturation of a color is its**

- A. shade
- B. hue
- C. value
- D. intensity

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### Sample Questions (continued)

**A series of drawings created to help plan a video shoot are called**

- A. storyboards
- B. thumbnail sketches
- C. scripts
- D. outlines

**A measurement of type that equals 1/6 of an inch is a**

- A. pixel
- B. point
- C. serif
- D. pica

**For long-term mounting of photographs, use**

- A. rubber cement
- B. spray adhesive
- C. dry mounting
- D. hot glue stick

**A portfolio should include**

- A. family photos
- B. work samples
- C. other people's work
- D. 3-D artwork

**A specific example of interactive media is**

- A. collaborative working
- B. television
- C. multi-player video games
- D. smart phones

## 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:

#### **50% Create a Logo**

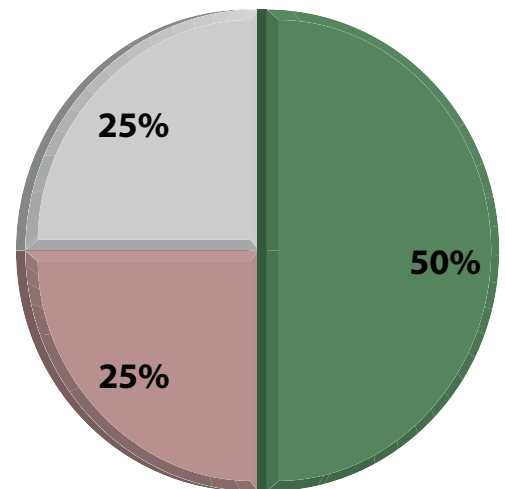
Participant will create a logo using typography and simple graphic shapes to produce a final company logo.

#### **25% Create a Static Web page**

Participant will create a static web page using appropriate logo, colors, and fonts to produce a final project.

#### **25% Create a Business Card**

Participant will create thumbnails for business card layout using logo, colors, and text to produce a standard-sized business card.



## Sample Job

### Corporate Logo

**Maximum Time:** 1 hour

**Participant Activity:** The participant will create a logo, using typography and simple graphic shapes.

