

Graphic Communication – Commercial Art Endorsement

Specifications, Competencies & Requirements

PURPOSE

This endorsement is meant for certified teachers interested in teaching **Graphic Communication and Commercial Art** courses. It attaches to a current Utah Educator License with a license area of concentration in **Secondary** or **CTE** Education.

Upon attachment of this endorsement to a Utah educator license, educators will be approved to teach the following USBE courses:

Digital Media 1
Commercial Art 1
Commercial Art 2
Commercial Art 3
Graphic Design Capstone

Graphic Print Design 1
Graphic Print Design 2
Graphic Print Design 3
Digital Illustration
Screen Printing Technology

ENDORSEMENT TYPES

Prerequisite

Demonstrate an understanding of Career and Technical Education (CTE) basics.
CTE Knowledge

Associate Level Requirements

Applicants must complete **THREE** of the following competency requirements. The associate level endorsement is valid for up to three school years before it expires. Associate-level endorsements are non-renewable.

Design Fundamentals
Typography
Vector Graphics & Software
Raster Graphics & Software
Layout Design & Software
Output Processes
Project & File Management
Copyright Fundamentals
Studio Management & Safety
CTSO Knowledge

Professional Level Requirements

The applicant must meet **ALL** the competency areas listed above for the professional level.

COMPETENCY DETAILS & DESCRIPTIONS

Prerequisite

1. CTE Knowledge

Demonstrate an understanding of CTE basics:

- Explain how CTE links learning to specific Utah industries and what its main goals are.
- Know the licenses and endorsements needed to teach specific CTE courses.
- Describe how CTE is organized into clusters and pathways at the state, district (LEA), and school levels, and how this helps students succeed after graduation.
- Locate and use the state's strands and standards in lesson plans.
- Explore CTE Career and Technical Student Organizations (CTSOs) and professional groups and explain how they support students and teachers.
- Explain how advisory boards, with industry members, make sure programs meet job market needs and maintain safe learning environments.
- Understand the basics of securing funding, planning for the future of the program, and participating in the state Program of Quality Review (PQR) to ensure program excellence.

Select **one** of the following options:

- **USBE Course:** [CTE Orientation](#)
- **Complete THREE years of full-time CTE Teaching in Utah**
- **Currently hold a professional-level CTE endorsement**

Endorsement Competencies

2. Design Fundamentals

Know how to create effective designs. This includes understanding:

- **Design Basics:** Know the elements and principles of design, and how to utilize them effectively.
- **Organization:** Know how to organize information for visual understanding and communication, including hierarchy, white space, and the rule of thirds.
- **Visual Perception:** Understand the importance and visual impact of Gestalt principles and the golden ratio.
- **Color:** Know basic color theory, color interactions, and their communication.
- **Design Process:** Be able to gather project details, follow a design process, implement revisions based on feedback, and create designs that work well for the people who will use them and the purpose they are used for.

Select **one** of the following options:

- **USBE Microcredential:** [Design Fundamentals](#) from the Graphic Communication Pathway
- **ART 1120:** 2D Design
- **ART 1420 / 2430 / 3230 / 2430:** Graphic Design 1
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.

3. Typography

Know about the use of text (typography), including:

- **Understanding Type:** Know type anatomy, how typefaces are categorized, and how to organize the hierarchy of type. (order of importance)
- **Attention to Detail:** Demonstrate a keen eye for detail to ensure proper kerning, leading, and tracking in relation to readability and aesthetic appeal.
- **Using Typefaces:** Demonstrate an understanding of typefaces, their historical context, and appropriate usage for communicating messages effectively.
- **Creating Effective Layouts:** Show proficiency in layout design, grid systems, and harmonious type arrangement.

Select **one** of the following options:

- **USBE Microcredential:** [Typography](#) from the Graphic Communication Pathway
- **ART 3400 - Typography** (Utah State University)
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.

4. Vector Graphics & Software

- **Image Basics:** Understanding the purpose, function, advantages, and disadvantages of vector graphics compared to other graphic types.
- **Vector Graphics Creation:** Ability to create vector graphics, manipulate anchor points, and utilize tools for precise illustrations.
- **Advanced Vector Skills:** Knowledge of layer management, pathfinding operations, and working with gradients, spot colors, and patterns.
- **Software and Output:** Familiarity with vector software tools, color management, and exporting files for intended output purposes.

Select **one** of the following options:

- **USBE Microcredential:** [Vector Graphics & Software](#) from the Graphic Communication Pathway
- **TEWG 1030 - Vector Graphics** (Utah State University)
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.
- **Adobe Illustrator Certification (Adobe)**

5. Raster Graphics & Software

Effectively work with raster graphics utilizing the following skills:

- **Work with Raster Graphics:** Create raster graphics and use photo editing tools like selections, brushes, and filters to create and edit images.
- **Manipulate Images:** Apply color correction, retouching, and compositing techniques to help create designs and images.
- **Create Images:** Employ raster image drawing capabilities using brushes, layers, and color.
- **Understand Image Basics:** Show knowledge of various raster image creation techniques, along with implementation and understanding of artistic style in image creation.
- **Learn File Formats and Resolution:** Understand file formats and resolution.

Select **one** of the following options:

- **USBE Microcredential:** [Raster Graphics & Software](#) from the Graphic Communication Pathway
- **TEWG 1020 - Raster Graphics** (Utah State University)
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.
- **Adobe Photoshop Certification (Adobe)**

6. Layout Design & Software

Create effective layouts using these skills:

- **Arrange text and visuals:** Place text and images within a layout grid.
- **Format with layout software:** Use software tools for text formatting, paragraph styles, and object alignment.
- **Organize with master pages and grids:** Use master pages, grids, and guides for consistent layouts across multiple pages.
- **Manage typography:** Use hierarchy and whitespace to balance and improve readability.
- **Prepare files for distribution:** Manage files and prepare them for print or digital use.

Select **one** of the following options:

- **USBE Microcredential:** [Layout Design & Software](#) from the Graphic Communication Pathway
- **ART 4440 - Type, Image, & Visual Continuity** (Utah State University)
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.
- **Adobe InDesign Certification (Adobe)**

7. Output Processes

Prepare files for various mediums using these skills:

- **Understand color, resolution, and formats:** Learn color modes, resolution, and file formats for print and digital platforms.
- **Optimize files for output:** Compress images, manage colors, and optimize resolution for high-quality results.
- **Prepare print-ready materials:** Learn prepress processes and print production techniques, including bleed, trim, and safety margins.
- **Optimize for digital devices:** Learn how to optimize for different devices and screen sizes.
- **Communicate output requirements:** Effectively communicate output requirements and specifications to clients and collaborators.

Select **one** of the following options:

- **USBE Microcredential:** [Output Processes](#) from the Graphic Communication Pathway
- **BCIS 1310 - Digital Image Basics** (Utah State University)
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.

8. Project & File Management

Manage projects and files effectively with these skills:

- **Organize projects and files:** Use clear file naming, folder structures, and backup procedures.
- **Use project management tools:** Collaborate with teams and clients, track progress, and meet deadlines.

- **Handle file formats and transfers:** Ensure files work across platforms and transfer smoothly.
- **Communicate effectively:** Clarify requirements, get feedback, and manage client expectations.

Select **one** of the following options:

- **USBE Microcredential:** [Project & File Management](#) from the Graphic Communication Pathway
- **TEDG 1110 - Intermediate Graphic Design** (Utah State University)
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.

9. Copyright Fundamentals

Demonstrate knowledge of intellectual property laws and regulations:

- **Purpose and function:** understand the need for copyright and how it functions with graphic design and communication works
- **Fair Use:** understand when and why fair use applies to copyrighted material, and how to obtain permissions.
- **Secure copyright protection:** know how to register copyrights and create licensing agreements.
- **Communicate about copyright:** Discuss ownership and usage rights with clients and collaborators.

Select **one** of the following options:

- **USBE Microcredential:** [Copyright Fundamentals](#) from the Graphic Communication Pathway
- **MUSC 2180 - Music and Media** (Utah State University)
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.

10. Studio Management & Safety

Demonstrate effective classroom and studio safety training.

- **Integrate safety principles and procedures into instructional activities:** Demonstrate methods for training on the use of specific technology, tools, and resources to enhance instruction and manage studio spaces.
- **Organization:** Demonstrate strategic organization and structure of the physical classroom environment for optimal student learning.

Select **one** of the following options:

- **USBE Microcredential:** [Studio Management & Safety](#) from the Graphic Communication Pathway
- **ART 3000 - Secondary Art Methods I** (Utah State University)
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.

11. CTSO Knowledge

Demonstrate Career and Technical Student Organization (CTSO) knowledge:

- **Help students lead:** Give students opportunities to build their leadership abilities and take charge.

- **Mentor students:** Offer guidance to help students set goals and overcome difficulties as they grow.
- **Manage the organization:** Coordinate meetings, events, and budgets, and handle administrative tasks smoothly.
- **Create helpful programs:** Develop activities that match the CTSO's goals of building leadership, exploring careers, and developing skills.
- **Communicate effectively:** Clearly talk with students, school leaders, and community members, and promote the CTSO.
- **Work with others:** Partner with teachers, businesses, and other organizations to create opportunities like internships and community service.
- **Advocate for CTE:** Promote Career and Technical Education and work to get the resources and recognition it needs.
- **Keep learning:** Stay up-to-date on CTSO management and trends in CTE.
- **Focus on student success:** Support students' interests and celebrate their accomplishments.

Select ***one*** of the following options:

- **Attend a CTSO Fall Leadership Conference:** Reflected on MIDAS transcripts.
- **USBE Course:** [SkillsUSA Utah Advisor Training](#)
- **USBE Microcredential:** Career & Technical Student Organizations (under development)