

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)