

Butler Tech Visual Art & Design Essential Skills Profile

This profile provides an outline of the skills required for the successful completion of this career program. Additional information is located on the Butler Tech website at: <https://www.butlertech.org/high-school/> and selecting the corresponding career program.

Skills

Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Critical Thinking	Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
Speaking	Talking to others to convey information effectively.

Abilities Required

Near Vision	The ability to see details at close range (within a few feet of the observer).
Originality	The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
Fluency of Ideas	The ability to come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).

Knowledge Required in Visual Art & Design

Design	Knowledge of design techniques, tools, and principles involved in production of technical plans, blueprints, drawings, and models.
Communications and Media	Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
English Language	Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

Visual Art & Design Activities

- Develop skills and techniques (including but not limited to): designing for a client, designing and installing art shows, drawing and painting techniques, pottery techniques, photography skills, photo editing, digital art layout, color theory, design principles.
- Students work in a wide variety of art disciplines and mediums (including but not limited to): 2D Design (Design, Painting, Drawing), 3D Design (Ceramics), and Digital (Photography, Photo Editing and Digital Art Layout).
- Determine size and arrangement of illustrative material and copy, and select style and size of type.
- Create designs, concepts, and sample layouts, based on knowledge of layout principles and esthetic design concepts.
- Confer with clients to discuss and determine layout design.
- Develop graphics and layouts for product illustrations, company logos, and Web sites.
- Use computer software to generate new images.
- Review final layouts and suggest improvements as needed.
- Maintain archive of images, photos, or previous work products.
- Prepare illustrations or rough sketches of material, discussing them with clients or supervisors and making necessary changes.
- Draw and print charts, graphs, illustrations, and other artwork, using computer.
- Key information into computer equipment to create layouts for client or supervisor.
- Mark up, paste, and assemble final layouts to prepare layouts for printer.
- Study illustrations and photographs to plan presentation of materials, products, or services.
- Prepare notes and instructions for workers who assemble and prepare final layouts for printing.
- Produce still and animated graphics for on-air and taped portions of television news broadcasts, using electronic video equipment.
- Photograph layouts, using camera, to make layout prints for supervisors or clients.
- Students showcase their artwork. and complete a digital portfolio.

Technology

Graphics or Photo Imaging software	Video Creation and Editing software
Desktop Publishing software	

Personality

Artistic: People interested in this work like activities that include creating, designing and making your own rules. They do well at jobs that need:	
Attention to Detail	Initiative
Innovation	Achievement / Effort
Dependability	Adaptability / Flexibility

Available Certifications

Adobe Certified Associate (ACA) – Animate (4 points)	Adobe Certified Associate (ACA) – Photoshop (4 Points)
Adobe Certified Associate (ACA) – Premier Pro (4 points)	Adobe Certified Associate (ACA) – Dreamweaver (4 points)
Adobe Certified Associate (ACA) – Illustrator (4 Points)	Adobe Certified Associate (ACA) InDesign (4 Points)
CPR/First Aid Certification (1 Point)	

Possible College Credits

College Credit Plus in English, Math, Social Studies, or Science	Must be preapproved. Must pass a college course at an Ohio college or College Credit Plus class at Butler Tech.
Career Technical Credit Transfer	<p>The Ohio Transfer to Degree Guarantee helps career and technical students transfer credits earned in high school to community college or four-year degree programs. The credit can be used at any Ohio public college or university:</p> <ul style="list-style-type: none"> • If you successfully completed your career-technical program and passed certain required assessments. • If you attend a similar program at a public Ohio college or university. <p>For more information, go to www.transfercredit.ohio.gov</p>
Articulated Credit	Butler Tech has agreements with certain colleges; if you attend one of those colleges, you can get credit toward a specific degree.

*Additional college or post-secondary education may be required in this field

Possible Career Pathways

Production Designer	
Web Designer	Animator
Gallery Curator	Photographer
Illustrator	Fine Artist
Mural Painter	Ceramicist
Freelance Artist	Tattoo Designer