Badge Details

Name	4129 – Commercial Art I
Description	Commercial Art I prepares individuals to use artistic techniques to effectively communicate ideas and information to business and consumer audiences via illustrations and other forms of digital or printed media. Instruction includes training in concept design, layout, and techniques such as screen-printing, drawing, cartooning, painting, collage, and computer graphics.
Criteria	***Candidates receiving this certification will take an exam with the following criteria:*** The exam is composed of 50 questions. • Commercial Art and Advertising 3% • Design Elements and Principles 22% • Layout and Composition 13% • Color Theory 12% • Typography Techniques 13% • Knowledge of Computer Technology 28% • Illustration, Advertising, and Design 1% • Employability and Professional Work Habits 1% • Safe Practices 2% • Copyright, Laws, Ethics, and Legal Issues 3% • Professional Skills in the Workplace 2%