

Art Subject Matter Requirements

Use the matrix below to determine if you have completed coursework that matches each of the domains for Art. In the right column for each subdomain:

1. provide the name and number of the course(s) you are choosing as a content match
2. **link the course name and number to the course description** showing that the same or similar topics in that sub domain are also found in the course description
3. You will also provide the number of units earned and the grade earned.

Example: [ART 170 Introductory Drawing](#)
3.0 units, B+

Also consider the following:

- You may use community college and university coursework as long as it was credit bearing and earned a grade of C or above
- You may use one or several courses to meet each sub domain
- you may use a course more than once if it applies to several domains or sub domains
- The linked course description must also be highlighted showing the similar content to the sub domain description
- As a guide, the course description evidence you provide must meet the majority of the domain to be acceptable.
- You will provide a copy of all community college or university transcripts containing the courses used as evidence at the end of the matrix, as well as course descriptions.

Only submissions meeting the requirements above will be sent to a team for review. Submissions not meeting this requirement will be returned to the candidate.

Suggested process:

Have a printed copy of any college transcripts you expect to pull from, as well as the online catalog from the institution. Read the domain and sub domains to get a sense of the topics, and then highlight the courses in your transcripts that may have that subject matter. Go next to the first sub domain, re-read it, and then read the course description from the course(s) you think may be a match. Highlight particular words in that course description, and highlight the same or similar words in the sub domain. When you think the course is a match, fill in the white box on the right exactly as the example indicates above.

Educator Preparation Programs

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Domains for Art Subject Matter

Domain 1: Artistic Perception	Course number/name, units earned, grade earned; include a brief course description from the course syllabus
<p>1.1 Elements of Art</p> <p>a. Demonstrate knowledge of the elements of art (i.e., line, color, shape/form, texture, value, space) and how they are used in visual art and design.</p> <p>b. Analyze and discuss the characteristics and qualities of the elements of art in given artworks in various media.</p> <p>c. Describe how the elements of art are used to achieve specific effects in given works of two- and three-dimensional art.</p> <p>d. Analyze and describe how the elements of art are used and how they contribute to meaning or expressive qualities in given artworks.</p> <p>e. Apply knowledge of the elements of art to analyze and describe the environment, works of art, and design.</p>	
<p>1.2 Principles of Design</p> <p>a. Demonstrate understanding of the principles of design (e.g., balance, contrast, dominance, subordination, emphasis, movement, repetition, rhythm, variation, unity).</p>	

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<ul style="list-style-type: none"> b. Identify and describe the principles of design in given visual compositions. c. Identify the principles of design as observed in natural and human-made objects and environments. d. Analyze how the composition of a work of art is affected by the use of a particular principle of design. e. Analyze how various principles of design are used in given works of art. f. Analyze how various elements of art are used to illustrate principles of design in given artworks. 	
<p>Domain 2: Creative Expression</p>	<p>Course number/name, units earned, grade earned; include a brief course description from the course syllabus</p>
<p>2.1 Creating Original Art</p> <ul style="list-style-type: none"> a. Identify the artistic problem to be solved and generate a variety of solutions. b. Apply divergent thinking processes to the production of original works of art. c. Analyze how meaning or expressive qualities of artworks are affected by compositional decisions in various media. d. Develop a possible solution to an artistic problem that expresses individual commitment, thematic content, and artistic style and vision; explain the rationale for the choice. e. Demonstrate knowledge of appropriate tools, techniques, and materials to create an original work of art. 	

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<p>f. Articulate the process and rationale for refining and reworking a work of art.</p> <p>g. Analyze the intent, purpose, and technical proficiency of an artwork based on the elements of art and principles of design.</p>	
<p>2.2 Two-Dimensional Art and Design</p> <p>a. Demonstrate knowledge of materials, tools, and techniques used in drawing (e.g., contour, gesture, perspective).</p> <p>b. Demonstrate knowledge of materials, tools, and techniques used in painting (e.g., tempera, acrylic, oil, watercolor).</p> <p>c. Demonstrate knowledge of materials, tools, and techniques used in printmaking (e.g., relief, screen printing, lithography, intaglio).</p> <p>d. Apply knowledge of the elements of art and principles of design to create and express meaning in original two-dimensional works of art and of design.</p> <p>e. Demonstrate knowledge of safety issues associated with materials, tools, and techniques used in the production of two-dimensional art.</p> <p>f. Demonstrate knowledge of the uses of appropriate technological tools in two-dimensional art (e.g., overhead/slide projector, printmaking press, computer, scanner).</p>	

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Domain 3: Marketing	Course number/name, units earned, grade earned; include a brief course description from the course syllabus
<p>3.1 Marketing Strategy and Concepts</p> <ul style="list-style-type: none"> a. Understand principles and procedures for developing a marketing plan and apply marketing strategies to a variety of business situations and industries. b. Describe how the principles of market segmentation, target marketing, and positioning are used in conducting market research and related business decisions. c. Understand and apply principles of the five P's (i.e., product, price, promotion, place/distribution, and people) to make marketing decisions while recognizing the influence of emerging technologies. d. Recognize how cultural differences in language, values, social behavior, and business protocol can affect market strategies and concepts. e. Identify emerging media technology trends and their impact on marketing strategies. f. Apply appropriate mathematical procedures to analyze and solve business problems related to marketing (e.g., purchasing, sales, promotions). 	
<p>3.2 Customer Service, Sales, and Promotion</p> <ul style="list-style-type: none"> a. Understand the nature, importance, strategies, and steps of the selling process. 	

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<p>b. Understand customer buying motives and behaviors and their relationship to the decision making process involved in selling.</p> <p>c. Understand factors affecting customer satisfaction and customer service options that are appropriate for selected types of businesses and their target markets.</p> <p>d. Apply promotional strategies for marketing products and services.</p> <p>e. Understand the different tools in the promotional mix (e.g., advertising, personal selling, sales promotion, public relations).</p> <p>f. Recognize how cultural differences in language, values, social behavior, and business protocol can affect customer service, sales, and promotion.</p>	
<p>3.3 Global Marketing</p> <p>a. Identify political, economic, geographical, and commercial factors in global markets.</p> <p>b. Recognize how cultural differences in language, values, social behavior, and business protocol can affect market behavior and marketing strategies.</p> <p>c. Identify factors that affect global marketing (e.g., global alliances, balance of trade, logistics, market entry, marketing mix, trade barriers).</p>	

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Domain 4: Informational Technology	Course number/name, units earned, grade earned; include a brief course description from the course syllabus
<p>4.1 Computer Technology</p> <ul style="list-style-type: none"> a. Understand terminology and concepts related to computer technology (e.g., operating system, hardware and software compatibility, drivers). b. Understand the process of evaluating, selecting, installing, and configuring computer components, peripherals, operating systems, and industry-standard application software. c. Utilize operating systems and associated utilities for file management, backup and recovery, and execution of programs; and compare simple and multi-user operating systems. d. Understand basic procedures for troubleshooting problems in hardware, software, and network systems. e. Understand the impact of information on society (e.g., changes at home and in the work place). 	
<p>4.2 Information and Media Systems</p> <ul style="list-style-type: none"> a. Understand principles and procedures necessary to analyze, plan, implement, and support information and media systems. b. Understand and apply factors affecting the ongoing management of information and media systems. 	
<p>4.3 Ethics, Security, and Data Integrity</p>	

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<ul style="list-style-type: none">a. Understand proper ethical procedures related to information technology, including management of intellectual property.b. Understand methods for implementing basic security plans and procedures for information systems.c. Understand policies for managing privacy and ethical issues to ensure the integrity and accuracy of electronic data in organizations and in a technology-based society.	
<p>4.4 Network Communications</p> <ul style="list-style-type: none">a. Understand the basic networking concepts, systems, and business models related to the creation, installation, management, and security of a network system.b. Understand voice and data transmission media and emerging technology trends.	
<p>4.5 Programming</p> <ul style="list-style-type: none">a. Understand programming logic, concepts, methodology, and design (e.g., interface, code, execution, test, debugging).b. Understand how to use and customize software in business applications (e.g., word processing, spreadsheet, database, Web page editor).c. Compare several programming languages and identify characteristics of structured programs in at least one language.	

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Domain 5: Economics	Course number/name, units earned, grade earned; include a brief course description from the course syllabus
<p>5.1 Economic Concepts</p> <ul style="list-style-type: none"> a. Understand basic terminology, concepts, and theories related to domestic and international economics (e.g., opportunity costs, allocation of resources, scarcity, choice, circular flow, production possibilities curve). b. Interpret economic charts and graphs. 	
<p>5.2 Microeconomics</p> <ul style="list-style-type: none"> a. Apply principles of supply and demand, price, profits, and incentives in product markets. b. Identify and understand characteristics of different economic structures (e.g., perfect competition, monopolistic competition, oligopoly, monopoly). c. Understand and apply economic factors and concepts (e.g., law of diminishing returns, costs, competition, efficiency, profit maximization, productivity) as they relate to a business organization. d. Understand the four input factors of production (i.e., land, labor, capital, and entrepreneurial ability) and their costs. 	
<p>5.3 Macroeconomics</p>	

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<ul style="list-style-type: none">a. Compare and contrast different economic systems and philosophies (e.g., capitalism, socialism, communism).b. Understand the significance of a variety of economic indicators (e.g., domestic output, unemployment, inflation, deflation).c. Understand principles associated with money and banking (e.g., concepts of money, money supply, financial institutions, the role of the Federal Reserve).d. Understand and evaluate the effects of fiscal and monetary policy on the U.S. economy and international trade.e. Understand aggregate supply and demand.f. Understand the influence of government (e.g., taxation, regulation, public vs. private goods, externalities) on business decisions.	
<p>5.4 International Economics</p> <ul style="list-style-type: none">a. Understand factors affecting international trade (e.g., trade agreements, trade barriers—quotas and tariffs) and the relationship of international trade to domestic and international economics.b. Recognize the role of international currency markets, including foreign exchange and monetary exchange rates.c. Recognize how differences in culture, language, values, and social behavior affect the ethical conduct of business across national borders.	

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Domain 6: Business Environment and Communication	Course number/name, units earned, grade earned; include a brief course description from the course syllabus
<p>6.1 Entrepreneurship</p> <ul style="list-style-type: none"> a. Understand principles and procedures related to business ownership (e.g., sole proprietorship, limited partnership, franchise, corporation). b. Identify and appraise the unique contributions of entrepreneurs to the U.S. economy. c. Recognize the characteristics of entrepreneurs and evaluate the advantages and disadvantages of various types of business ownership. d. Understand how to create a business plan and understand the processes necessary to operate a start-up business (e.g., business planning, financial planning, location analysis, marketing, operations management, human resource management, public relations, seeking government assistance) within the legal and economic environment in which a new venture operates. 	
<p>6.2 Business Communications</p> <ul style="list-style-type: none"> a. Compare and contrast appropriate types of communication (e.g., telephone, electronic, inter-office, written, verbal, nonverbal) and demonstrate an understanding of etiquette in personal and professional situations. b. Demonstrate an understanding of active listening techniques in a variety of settings. 	

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<p>c. Understand the effects of cultural, organizational, technological, and behavioral characteristics on the selection of communication strategies and methods.</p> <p>d. Compose effective oral and written business communications that demonstrate English language conventions and the use of critical-thinking, decision-making, and problem solving skills.</p> <p>e. Demonstrate an understanding of software applications used to produce documents and presentations (e.g., word processing, desktop publishing, database, spreadsheet, multimedia, presentation software).</p> <p>f. Identify basic inputting technology and keyboarding skills used to access, generate, format, and manipulate text and data.</p> <p>g. Identify and use multiple resources (e.g., oral, written, electronic; primary and secondary) and critically evaluate the quality of sources.</p>	
<p>6.3 Career Development</p> <p>a. Understand employment skills necessary to be productive in a workforce in a culturally diverse global environment (e.g., ability to adapt to change, positive attitude, teamwork skills, ability to manage time effectively, good work ethic).</p> <p>b. Understand career preparation principles to help set career goals and examine interests and aptitudes related to career options.</p> <p>c. Demonstrate knowledge of career opportunities (traditional and nontraditional) and the education, training, and experience required for various careers.</p>	

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<p>d. Demonstrate knowledge of job acquisition skills (e.g., job search methods, interviewing techniques, appropriate professional image, occupational networking, résumé and career portfolio development, correspondence).</p>	
<p>6.4 International Business</p> <p>a. Understand the importance of international business and its influence on careers and businesses at the local, state, national, and international levels.</p> <p>b. Recognize international business activities, including operating strategies for business functions (e.g., human resource management, management, production systems, marketing, information systems).</p> <p>c. Describe the social, cultural, political, geographical, and legal factors that shape the international business environment and influence international business communications and decision making (e.g., entry strategies, business opportunities, operating and security considerations).</p>	
<p>Total Credits for All Domains</p>	
<p>Credits Required for Bachelor’s Degree</p>	