

GRAPHIC COMMUNICATIONS

LENGTH OF TIME: one semester, everyday, for 90 minutes

GRADE LEVEL: 9-12

COURSE STANDARDS:

Students will:

1. Explore an overview of the history of Advertising, Communication Design, and Graphics from Prehistoric to the present day. National Visual Art Content Standard 4 and 5. PA Academic Standard 9.2.12 A-L.
2. Explore basic techniques associated with graphic design, communication design and advertising. National Visual Art Content Standard 1. PA Academic Standard 9.1.12 A, C-K.
3. Understand language and how to incorporate it into a graphic image and message such as an advertisement and/or communication design project. National Visual Art Content Standard 3 and 6. PA Academic Standard 9.1.12 A, C-K. PA Academic Standard 9.4.12 C
4. Learn how to critique and evaluate Communication Design. National Visual Art Content Standard 3 and 4. PA Academic Standard PA 9.3.12 A-G
5. Explore the history of graphics by making connections to time periods, cultures, society, economics, and politics and produce a work of art that is reflective of a time period. National Visual Art Content Standard 4. PA Academic Standard 9.2.12 A-L
6. Critique their art work and work of others. National Visual Art Content Standard 5. PA Academic Standard 9.3.12 A, C-K. PA Academic Standard 9.4.12 A-D.
7. Participate in group activities and lectures that focus on other disciplines as they relate to visual art. National Visual Art Content Standard Content Standard 6. PA Academic Standard 9.1.12 A, C-K.
8. Learn the elements and principles of design and how to apply them to communication design, advertising, and graphic design. National Visual Art Content Standard 2 and 3. PA Academic Standard 9.1.12 A, C-K.

RELATED PA ACADEMIC STANDARDS FOR ARTS AND HUMANITIES

- 9.1 Production, Performance and Exhibition of Dance, Music, Theatre and Visual Arts
 - A. Elements and principles in each Art Form
 - C. Vocabulary Within each Art Form
 - D. Styles in Production, Performance and Exhibition
 - E. Themes in Art Forms
 - F. Historical and Cultural Production, Performance and Exhibition
 - G. Function and Analysis of Rehearsals and Practice Sessions
 - H. Safety Issues in the Arts
 - I. Community Performances and Exhibitions
 - J. Technologies in the Arts
 - K. Technologies in the Humanities
- 9.2 Historical and Cultural Contexts

- A. Context of Works in the Arts
- B. Chronology of Works in the Arts
- C. Styles and Genre in the Arts
- D. Historical and Cultural Perspectives
- E. Historical and Cultural Impact on Works in the Arts
- F. Vocabulary for Historical and Cultural Context
- G. Geographic regions in the arts
- H. Pennsylvania artists
- I. Philosophical context of works in the arts
- J. Historical differences of works in the arts
- K. Traditions within works in the arts
- L. Common themes in works in the arts
- 9.3 Critical Response
 - A. Critical Processes
 - B. Criteria
 - C. Classifications
 - D. Vocabulary for Criticism
 - E. Types of Analysis
 - F. Comparisons
 - G. Critics in the Arts
- 9.4 Aesthetic Response
 - A. Philosophical Studies
 - B. Aesthetic Interpretation
 - C. Environmental Influences
 - D. Artistic Choices

NATIONAL VISUAL ARTS STANDARDS

1. Understanding and applying media, techniques, and processes
2. Using knowledge of structures and functions
3. Choosing and evaluating a range of subject matter, symbols, and ideas
4. Understanding the visual arts in relation to history and cultures
5. Reflecting upon and assessing the characteristics and merits of their work and the work of others
6. Making connections between visual arts and other disciplines

PERFORMANCE ASSESSMENTS:

Students will demonstrate achievement of the standards by:

1. Demonstrating the ability to think and respond creatively (Course Standard 1,2,3)
2. Demonstrating the ability to respond critically to work of art, in writing and orally, using the critical analysis format (Course Standard 1,5,6,7);
3. Developing art works that are sculptural in nature that include subtractive and additive concepts (Course Standard 2,3,4);
4. Demonstrating the ability to meet all expectations, criteria, and objectives for each lesson at a proficient level (Course Standard 2,3,4);

5. Demonstrating excellent craftsmanship and precise technical skills (Course Standard 2,3,4);
6. Developing a vocabulary related to sculptural processes and their properties as applicable in each unit of study (Course Standard 1,5,6,7);
7. Demonstrating manipulative and organizational skills in art performance appropriate for his or her level (Course Standard 2,3,4,5);
8. Applying knowledge of art criticism aesthetics, studio, and art history in the creation and discussion of the artwork (Course Standard 1,5,6,7);
9. Maintaining a portfolio of work completed for each unit of study (Course Standard 2,3);
10. Completing self-assessment (performance, creative growth and development, problem solving ability, and craftsmanship of work) (Course Standard 1,7,8,11)
11. Participating in additional assessments will include quizzes, tests, class work, homework, journals, class participation, and teacher observation/assessment (Course Standard 1,7,8,11,12);
12. Demonstrating effective use of class time (Course Standard 9).

DESCRIPTION OF COURSE:

This course's focus is to introduce the art form of graphic design, along with implementing opportunities for the students to apply current digital technologies to their artwork. More than just an art form, graphic design has been a way for cultures to communicate through pictorial form. During this course students will learn the history of Graphic Design, its applications, various computer programs to produce their work, and an opportunity for traditional printmaking.

TITLES OF UNITS:

1. Exploring the history of graphic design prehistoric to present day (week 1)
2. Recognizing The Elements and Principles of Design and their use in graphic communications. (week 1)
 - a. Line
 - b. Shape & Form
 - c. Value
 - d. Color & Color Theory/ Physics of color
 - e. Space
 - f. Texture
 - g. Balance
 - h. Unity
 - i. Context
 - j. Emphasis
 - k. Pattern
 - l. Movement & Rhythm
3. Discovering Adobe Illustrator (week 2-3)
4. Product Design (week 4-5)
5. Introduction to Typography (week 6-9)
6. Discovering Adobe Photoshop (week 10-12)
7. Product Advertisement (week 13-16)

8. Traditional Printmaking (week 17-20)

SAMPLE INSTRUCTIONAL STRATEGIES:

1. Problem solving tasks
1. Critical thinking
2. Research activities
3. Writing activities
4. Cooperative learning activities
5. Peer coaching
6. Peer critique and assessment
7. Computer assisted learning
8. Discussions and brainstorming
9. Demonstration and instruction

MATERIALS:

- Teacher made resources
- Student made resources
- Reference books
- On-line resources
- Computer program Adobe CS 2; Photoshope, Illustrator, and In-design
- Applicable computers that will support software and student work
- Printmaking Press
- Various graphic design materials; various papers, illustration boards, drawing pencils, inks, watercolor paint, acrylic paint, printing ink, printing paper, and printing plates (various materials)

METHODS OF ASSISTANCE AND ENRICHMENT:

1. Guest speakers
2. Teachers from other disciplines
3. Museum/Gallery visitations

METHODS OF EVALUATION:

1. Teacher assessment- formal and informal
2. Student assessment- self and peer
3. Class critiques
4. Worksheets/checklists
5. Individual projects
6. Group projects
7. Rubrics
8. Test/quizzes

INTEGRATED ACTIVITIES:

-Reading activities will focus on artists, techniques, processes, in addition to various art history movements.

-Writing activities will include critiques, reports and artist's statements.