



Parkland School District
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Parkland School District Recognized as an OUTSTANDING VISUAL ARTS COMMUNITY

(Allentown) – The Pennsylvania Art Education Association (PAEA) recognized PARKLAND SCHOOL DISTRICT for its outstanding commitment to visual arts education with the endorsement *Outstanding Visual Arts Community 2019*. PAEA empowers its members to transform their practices, students, colleagues, and communities to build a strong art education culture and citizenry.

Districts receiving this endorsement demonstrate the importance of their visual arts programs with:

- *Rigorous and Inclusive Programs:* Arts programs demonstrate rigor using standards-based curriculum taught at every level by highly qualified and certified arts educators.
- *Highly Accessible Programs:* Art programs are offered to *all students* at every level of education with a sustainable budget for the visual arts.
- *Highly Visible Programs:* Schools and districts identify their programmatic accomplishments, curriculum for all levels, art staff, mission statements, and arts events using their school websites and social media.

Students at Parkland celebrate the importance of a well-rounded education with opportunities to engage in arts education courses at all grade levels, K-12. In addition to art classes that begin in Kindergarten, Parkland celebrates the Visual Arts with a K-12 Arts Festival each May at Parkland High School where all art teachers curate a year's worth of the best student art and put it on display for a adjudicated exposition. Additionally, Parkland High School houses its own Trojan Art Gallery, changing the display on a monthly basis during the school year, many times featuring student art. In the Administration Center, a rotating art collection dons the walls in a public setting that is celebrated annually with an artist's reception. At Parkland High School, the District is proud to offer 19 visual arts courses in painting, drawing, photography, computer art, graphics and animation, art history, jewelry and metals, traditional crafts and ceramics. For those who want to pursue art studies after graduation, the Art Department helps students prepare advanced level portfolio quality work for course credit.

Parkland visual arts opportunities prepare students with visual literacy. Visual literacy constitutes the new thinking and learning skills of a digital age and a creative economy. These are the types of cognitive skills young people will need to find their place in a globally competitive workforce. The U.S. Bureau of Economic Analysis reports that the arts and culture sector is a \$699 billion industry, which represents 4.3% of the nation's GDP—a larger share of the economy than transportation and agriculture—according to a press release in early 2015. The nonprofit arts industry alone generates \$135 billion in economic activity annually (spending by organizations and their audiences) that supports 4.1 million jobs and generates \$22.3 billion in government revenue (Americans for the Arts, 2015). Technology innovations such as big data, data analytics, and visualization will simply increase the importance of visual and spatial learning skills.

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