

Visual Arts Grade 9

SHAPES, SHADOWS AND FORM

CRITERIA: B. Developing Skills C. Thinking Creatively

Statement of Inquiry

Pictures communicate their message through a purposely composed system of shapes and spaces, the interpretation of which involves perceptual and conceptual skills.

Global Context

Personal and cultural expression

Key Concept

Communication is the exchange or transfer of signals, facts, ideas and symbols. It requires a sender, a message and an intended receiver. Communication involves the activity of conveying information or meaning. Effective communication requires a common 'language' (which may be written, spoken or non-verbal).

ASSESSMENT TASK:

G (goal)

Create a logo for an imaginary sportswear company by using the knowledge you acquired in order to effectively communicate the concepts of power, speed and elegance of that brand.

R (role)

Graphic Designer

A (audience)

Teenagers and young adults, not only sport practitioners.

S (situation)

P (product, performance or purpose)

Vector drawing in 3 versions (black, white and small size)

S (standards)

ASSESSMENT RUBRIC:

Level	Descriptor
0	Your work does not reach a standard described by any of the descriptors below.
1-2	Your work develops a limited artistic intention and demonstrates limited exploration of ideas. The final outcome shows a limited application of the technical knowledge practiced in class.
3-4	Your work demonstrates adequate exploration of ideas to shape artistic intention through to a point of realization that communicates ideas and concepts.
5-6	Your work demonstrates substantial exploration of ideas to purposefully shape artistic intention through to the purposeful application of the acquired technical knowledge. The communication of ideas and concepts is clear and addresses a specific audience.
7-8	Your work demonstrates an excellent exploration of ideas to effectively shape artistic intention through to a point of realization. The communication of ideas and concepts is effective in addressing a specific audience

COMMAND TERMS:

Create Evolve from one's own thought or imagination, as a work or an invention.

Demonstrate Make clear by reasoning or evidence, illustrating with examples or practical application.

Use Apply knowledge or rules to put theory into practice.