

CV Guarantee

Big Idea: Apply artistic skills and process to solve a variety of industry-relevant problems.

Standard: CTE A2.6 Create an artistic product that involves effective use of the elements of art and the principles of design.

Timeline: 2 weeks

Key Vocabulary: Analogous Colors, Color Wheel, Font, Dimensions, Graphic, guidelines, Aesthetic,

Vocabulary Activities: Class discussion, and color wheel.

Knowledge	Reasoning	Performance Skills	Product Examples
<p>I can describe the elements of an effective promotions poster.</p> <p>I can download new fonts, and apply them in Photoshop.</p> <p>I can use a specific color scheme in a work of art, and change the color of existing elements to the colors I need.</p> <p>I can apply borders to a design.</p> <p>I can convert photographs into artistic graphics.</p> <p>I can use appropriate size and resolution for printing and for web</p>	<p>I can compare different poster designs and discuss what is effective and ineffective with each.</p> <p>I can evaluate the strengths and weaknesses of different poster designs</p>	<p>I can speak about the way I made my poster, and the steps I took, and why.</p>	<p>I can design a poster that is aesthetically pleasing, and also conveys all the required information for the client.</p> <p>I can save the poster so that it is web-ready, and print ready</p>

Resources: Color Wheel, Slides, Student examples.

CV Guarantee
(Digital Media)

Big Idea- Students Know the basic functions of a digital Camera (aperture, Shutter Speed, ISO)

Standard: A2.1 Manipulation of a Digital Image

A2.7 Create Original Works of Art

Timeline: 3 weeks

Key Vocabulary: Aperture, ISO, Shutter Speed, DSLR, RAW, JPEG, White Balance, PSD,

Vocabulary Activities: Class discussion, and group projects, lecture

Knowledge

Reasoning

Performance Skills

Product Examples

I know what aperture is and what shooting at different apertures visually does to an image.

I know what shutter speed is, and what changing it visually does to an image.

I know how ISO effects shutter speed.

I can evaluate the strengths and weaknesses of different poster designs.

I can compare and contrast different photographers using the key vocabulary terms like Aperture, Shutter Speed, and ISO,

I can communicate how ISO, shutter speed, and Aperture are related, and how changing one will change the others.

I can take a perfectly exposed image.

I can convert color images to black and white.

I can save projects for print, web, or to be worked on later.

Resources: Digital Cameras, videos, slides

CV Guarantee

Big Idea: Students will know how to create a digital portfolio.

Standard A5.6- Prepare portfolios of original art created for a variety of purposes and commercial applications.

Timeline: 2 weeks

Key Vocabulary: Portfolio, diversity, tear-sheet, depth,

Vocabulary Activities: Lecture.

Knowledge

Reasoning

Performance Skills

Product Examples

I can describe the elements of a good portfolio.

I can evaluate how effective my portfolio is compared to other portfolios

I can collect images from my work that create a diverse and interesting portfolio.

Design a portfolio
Display my portfolio on various devices.

I can open up my files and place them into a 'tear-sheet' portfolio.

I can evaluate the strengths and weaknesses of different portfolios

My portfolio is a representation of a variety of my work and showcases different styles.

I can use principles of design to create an aesthetically pleasing portfolio.

I can apply borders to my portfolio.

I can apply text and readable contact information to my portfolio.

I can use appropriate size and resolution for printing and for web.

Resources:

Photoshop, previous files, examples

CV Guarantee

Big Idea: Students will be able to look at various digital art and illustration and discuss the social, political, and economic themes in them.

Standard A3.3 Identify contemporary styles and discuss the diverse social, economic, and political developments reflected in art work in an industry setting.

Timeline: 2 weeks

Key Vocabulary: diversity, design, aesthetic, balance, context,

Vocabulary Activities: Lecture, slides,

Knowledge	Reasoning	Performance Skills	Product Examples
<p>I know the meanings behind different works of art and the way the artist uses various techniques to get his/her view across.</p>	<p>I can evaluate how effective one artist's' message is compared to other artists with similar and different view point.</p> <p>I can evaluate the strengths and weaknesses of different artists work.</p>	<p>I can collect images from online resources that demonstrate different key concepts.</p>	<p>Write a comparative essay that highlights different works of art.</p> <p>I can discuss what elements of art are present in my own work and the work of others in a visual way.</p>

Resources:

Online resources and slides

CV Guarantee

Big Idea: Students will be able to use industry related vocabulary to analyze digital media.			
Standard A1.1 View and respond to a variety of industry-related artistic products integrating industry appropriate vocabulary.		Timeline: 2 weeks	
Key Vocabulary: texture, balance, color, tone, shape, leading lines, juxtaposition		Vocabulary Activities: Lecture, slides,	
Knowledge	Reasoning	Performance Skills	Product Examples
I can use industry related vocabulary to discuss works of art and design.	<p>I can infer meaning from looking at various works of art and design.</p> <p>I can analyze works of art using the vocabulary we have learned in class.</p>	<p>I can speak about my work and the work of others utilizing key terms from class.</p> <p>I can collect examples of work that demonstrate knowledge of key terms.</p>	<p>I can create original works of art to demonstrate any of the key terms learned in class.</p> <p>I can make a visual example of all or one of the key terms.</p>
<p>Resources:</p> <p>Slides that demonstrate each concept or key term</p>			

CV Guarantee- Digital Media

Big Idea: Use digital media tools and problem solving skills to create a self-reflective portrait.

Standard:

A2.2 Demonstrate Skill in the manipulation of digital imagery in an industry-relevant application

A7.2 Use Language in natural, fresh and vivid ways to establish a specific tone.

Timeline:

2-3 weeks

Quarter 4

Key Vocabulary:

Self-portrait, tone, mood, perspective, vivid, purpose, impression, aperture (review) shutter speed (review) ISO (review)

Vocabulary Activities:

Looking at slides of self-portraits
Revisiting camera settings
Problem solving to find the most effective tutorials to include in the portrait.

Knowledge

I can explain what a self-portrait is

I can describe what elements make a good self-portrait

I can recall the camera settings I will need to make this project

I can define the key terms in this activity.

Reasoning

I can compare this project to my earlier projects and find areas of growth.

I can evaluate my project based on the given rubric.

Performance Skills

I can collect all the required materials I will need to complete my project from online sources, scanned sources, or photographs I take.

Product Examples

I can design a self-portrait that reflects all the aspects of my personality.

I can digitally represent myself and my persona.

I can write a step by step procedure, if asked, on how I made my project.

Resources:

Various videos, and Slides from online sources.

CV Guarantee- Product and Logo Design

Big Idea: Students will be able to design original logos and market products in unique and original ways using digital tools and artistic elements.

Standard:

A5.1 Compare and contrast the ways in which different media cover the same commercial content

A5.5 Create a commercial artistic product that communicates a cross-cultural or universal theme

A4.4 Analyze the relationship between the artist, artistic product and audience in both existing and self generated projects.

A4.6 Create an artistic product for a specific industry and modify that product to accommodate a different aesthetic perspective.

Timeline:

Quarter 3-4

4-5 weeks

Key Vocabulary:

Design, logo, purpose, marketing, color scheme, monochrome, analogous, complimentary, mood, line, form, text, graphics, texture, product placement, aesthetic,

Vocabulary Activities:

Slide, demonstrations, lecture,

Knowledge

Reasoning

Performance Skills

Product Examples

I can explain what makes an aesthetically pleasing ad campaign.

I can define the key terms in this assignment.

I understand how color plays a part in creating mood

I can compare different marketing campaigns and analyze their effectiveness.

I can operate Photoshop and other needed computer applications to create a project.

I can speak about my projects using the key terms

I can create a logo for a company.

I can design graphics and products for different types of companies.

I can write explanations on the choices I made for my artistic decisions and why I think they work. I can display my products in an aesthetically pleasing manor.

Resources:

Various advertising campaigns, slides, and previous logos.

CV Guarantee 8- Purpose and Meaning

Big Idea: Students will begin to be able to see meaning and purpose in various forms of art and design

Standard:

A5.3 Deconstruct works of art, identifying psychological content found in the symbols and images and their relationship to society and industry.

A4.5 Analyze and Articulate how society influences the interpretation and effectiveness of an artistic product.

Timeline:

Quarter 3-4

Duration 1-2 weeks

Key Vocabulary:

Deconstruct, Analyze, Articulate, Aesthetic, Color Theory, Symbolism, demographic, Pathos, Logos, Ethos.

Vocabulary Activities:

List Activities

Knowledge

I can explain different ways advertising tries to sell products.

I can look at an add and identify if it is pathos, ethos, or logos

Reasoning

I can compare different advertising campaigns based on their demographics and purpose of the campaign.

Performance Skills

I can collect examples of each form of advertisement and speak to the method the company is using to persuade potential clients.

Product Examples

I can create print advertisements that appeal to specific demographics.

Resources:

Youtube psychology of colors video
Readwritethink- persuasive techniques in advertising
PBS The Effect of color
Various slides, and examples online