

Commercial Art
Level II Unit Outline

Unit 1: Professional Development, Safety, and School Rules

- Safety guidelines
- District procedures
- Career Paths
- Intermediate industry/career requirements
- Specific field and career requirements
- Pathway goals to possible career path

Unit 2: Art Studio Preparation, Studio Expectations

- How to maintain a technical notebook/folder with safety section.
- How to maintain a portfolio
- Use time in the studio effectively and professionally
- Learn how to acquire advanced college credits and NOCTI certification in later phases of program
- Discuss how technology has changed the materials we use and the ways we create art
- Discuss and apply application of various materials to different fields

Unit 3: Intermediate Drawing and Illustration

- The difference between assorted pencils, markers, digitizing pens, etc.
- How to properly utilize traditional layout tools at an intermediate level.
- How to create value, proportion and perspective at an intermediate level.
- How to create different shapes and forms, and techniques for shading them at an intermediate level

Unit 4: Intermediate Painting, Color Concepts and Theory

- The difference between assorted paint mediums, gouche, watercolor, acrylic, oil-based paint, etc.
- Proper studio safety and clean up when painting
- How to create a scaled layout using traditional measuring tools
- How to create a scaled layout using digital measuring tools
- Successfully Identify Primary, secondary, and tertiary colors
- How to successfully create secondary colors, tints shades and tones/ and apply them in a piece.
- Identify and successfully apply color groupings; monochromatic, complementary, split-complementary, warm, cool, high key, low key, etc.

- Apply a color grouping in a piece of art
- Identify how color impacts us as consumers
- Intermediate Knowledge and application of color psychology

Unit 5: Intermediate Elements and Principles of Design Integrated

- The difference between Elements and Principles
- How to identify and correctly use the Elements and Principles at an intermediate level
- Identify how the elements and principles impacts us as consumers, artists and viewers Art at an intermediate level
- How to critique Art and Design using related terms to Unit
- Students will complete a full critique/analysis.

Unit 6A: Digital Design; Adobe Software – Creative Suite

- Know and confidently apply Intermediate tools and functions of traditional layout and illustration
- Know and confidently apply Intermediate tools and functions in Adobe Illustrator
- How to identify and correctly use which tools/program for certain projects.
- How to identify and correctly choose color groupings and resolutions for print or web.
- How to apply individual concepts to multiple assignments.

Unit 6B: Digital Design; Intermediate Digital Photograph

- Know and confidently apply Intermediate/advanced Photography skills
- Know and confidently photograph artwork for traditional and digital portfolio
- How to identify and correctly troubleshoot camera
- How to identify and correctly choose the correct device for downloading and storage.
- How to apply individual concepts to multiple assignments.

Unit 6C: Digital Design; Intermediate Typography

- Know and confidently identify type font characteristics
- Know and differentiate styles of fonts
- How to correctly apply typography measurements and layouts manually and digitally
- How to correct apply line spacing; optical, numerica, kerning and tracking.
- How to apply individual concepts to multiple assignments.

Unit 7: Intermediate 3-Dimensional Design

- Know and confidently identify intermediate type, safety and process of 3D planning process
- Know and confidently identify intermediate types, safety and process of 3D fabricating process
- Know and differentiate styles of 3D design

- How to correctly apply intermediate measurements, scaling and fabrication of designs
- How to correct apply mediums, processes, etc. to create a 3D piece
- How to apply individual concepts to multiple assignments.

Unit 8: Traditional and Digital Portfolio Design

- Know and confidently identify a variety of types, safety and process of the portfolio planning and creation process
- Understand and apply skill set and vocabulary in creating an industry appropriate cover letter and resume
- How to correctly apply a variety of components to complete traditional portfolio to include multiple facets of art types and mediums
- How to correctly apply a variety of components to complete digital portfolio to include multiple facets of art types and mediums
- Apply Intermediate skills in photograph, scanning, and file types for web use
- Apply Intermediate skills in photograph, scanning, and file types for print
- Apply Intermediate Importing, Exporting and editing skill set of files for web and print
- How to apply individual concepts to multiple assignments

Commercial Art
New Jersey Student Learning Standards

NJ Learning Standard 9.3

CONTENT AREA:	STANDARD 9.3 CAREER AND TECHNICAL EDUCATION
ARTS, A/V TECHNOLOGY & COMMUNICATIONS CAREER CLUSTER[®]	
Number	Standard Statement
<i>By the end of Grade 12, Career and Technical Education Program completers will be able to:</i>	
CAREER CLUSTER[®]:	ARTS, A/V TECHNOLOGY & COMMUNICATIONS (AR)
PATHWAY:	JOURNALISM & BROADCASTING (AR-JB)
PATHWAY:	PRINTING TECHNOLOGY (AR-PRT)
PATHWAY:	VISUAL ARTS (AR-VIS)
9.3.12.AR-VIS.1	Describe the history and evolution of the visual arts and its role in and impact on society.
9.3.12.AR-VIS.2	Analyze how the application of visual arts elements and principles of design communicate and express ideas.
9.3.12.AR-VIS.3	Analyze and create two and three-dimensional visual art forms using various media.