

Commercial Art
Level III Unit Outline

Unit 1: Professional Development, Safety, and School Rules

- Safety guidelines and procedures in the Commercial Art shop
- District procedures
- Career Paths
- Developed understanding of various 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 and update portfolio
- Use time in the studio effectively and professionally
- Learn the steps to acquire advanced college credits and NOCTI certification (which begin year 11)
- Discuss how technology has changed the materials we use and the ways we create art
- Discuss and apply application of various advanced materials to different fields

Unit 3: Highly Adept Application of Traditional Art Mediums & Methods

- The difference between assorted traditional art mediums, pencils, inks, paints, etc.
- How to utilize traditional layout tools in an advanced manner
- How to apply highly adept techniques to create various elements of design using traditional mediums.
- How to apply highly adept techniques to create various principles of design using traditional mediums.
- How to create value, proportion and perspective using highly adept application of traditional mediums.
- How to create well developed illusions of form, perspective and depth using traditional mediums.
- Research and create a final piece based on a Masterwork

Unit 4 Highly Adept Application of Digital Art Mediums & Methods

- The difference between assorted digital art mediums, tablets, digitizing pens, programs.
- How to utilize digital layout tools in a Highly Adept manner

- How to apply Highly Adept techniques to create various elements of design using digital mediums.
- How to apply Highly Adept techniques to create various principles of design using digital mediums.
- How to create and apply different forms/styles of different techniques, methods, programs and mediums in a highly developed manner...
- Highly Adept application of digital tools, programs and mediums to create a final digital piece based on a Masterwork
- Highly Adept application of digital tools, programs and mediums to create digital layouts
- Highly Adept application of digital tools, programs and mediums to create digital Logos
- Highly Adept application of digital tools, programs and mediums to create proper edits of photo, Image and Illustrations.

Unit 5: Highly Adept Application: The Elements and Principles of Design

- The difference between Elements and Principles of design
- How to identify and apply the Elements and Principles
- How to identify and critique masterworks using well versed art vocabulary
- Correctly Identify and understand how the elements and principles impacts us as consumers, artists and viewers Art
- How to critique Art and Design using related terms to Unit

Unit 6: Advanced 3-Dimensional Design

- Understand, and confidently identify and apply various types, safety and processes of 3D planning procedure
- Understand and, confidently identify and apply various types, safety and processes of 3D fabricating process
- Know and differentiate many styles of 3D design
- How to correctly apply at the intermediate level various measurements, scaling and fabrication of designs
- How to correct apply mediums, processes, etc. to create a 3D piece
- Highly Adept introduction to traditional 3D building process and application
- Highly Adept introduction to digital 3D building process and application
- How to apply individual concepts to multiple assignments.
- Highly Adept discussion/critique using art vocabulary

Unit 7: Photography and Marketing

- Know and confidently apply Highly Adept Photography skills
- Know and confidently photograph artwork for traditional and digital portfolio

- How to apply and confidently use basic Manual Camera Settings
- How to apply and confidently use intermediate lighting concepts
- 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 8: Independent Research Project

- Understanding of creating measurable outcomes/learning objectives
- How to utilize time management
- How to apply proper writing techniques to complete a submission of detailed written student proposal
- How to protectively deduce problems and issues that may arise
- Apply photography skills to incrementally document progress
- How to apply independent, creative ideas to further their knowledge of art, skill and vocabulary.
- How to apply individual concepts to multiple assignments.
- Highly Adept discussion/critique using art vocabulary

Unit 9: 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/Highly Adept skills in photograph, scanning, and file types for web use
- Apply Intermediate/Highly Adept skills in photograph, scanning, and file types for print
- Apply Basic Knowledge in Print and Production
- Apply Intermediate/Highly Adept Importing, Exporting and editing skill set of files for web and print
- Apply individual concepts to multiple assignments.
- Highly Adept application of discussion/critique using design principles

Unit 10: Cumulative Study Project

- How to successfully employ prior knowledge of composition, medium, and the role played by the elements and principles of art in the creation of a successful work of art.
- How to apply independent, creative ideas to emphasize progression in technique, methodology and mastery of medium.
- Understanding of creating measurable outcomes/learning objectives
- How to utilize time management
- How to apply independent, creative ideas to further their knowledge of art, skill and vocabulary.
- How to apply individual concepts to multiple assignments.
- Highly Adept discussion/critique using art vocabulary

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:	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.