

Understanding the Basic 8's

Each genre is broken down to capture the essential formats that humans use artwork as a form of visual communication. By repeating them each year, we are able to spiral our student's abilities to use these formats as they grow both their understandings and their skills to create them. The first page of this document has the list of the Basic 8's with a small description. Please continue to the following 8 pages for a more in depth understanding of each genre.

PORTRAITURE

Visual Communication of the Face - likeness of a living being

LANDSCAPE

Visual Communication through a Place - The setting IS the subject

STILL LIFE

Visual Communication through Objects - The thing(s) tells the story

NON-OBJECTIVE

Visual Communication through Elements & Principles - Non-representational art

GRAPHIC DESIGN

Visual Communication through the combination of Symbols, Images, and Words

UTILITARIAN

Visual Communication through the Functionality of artwork

GENRE

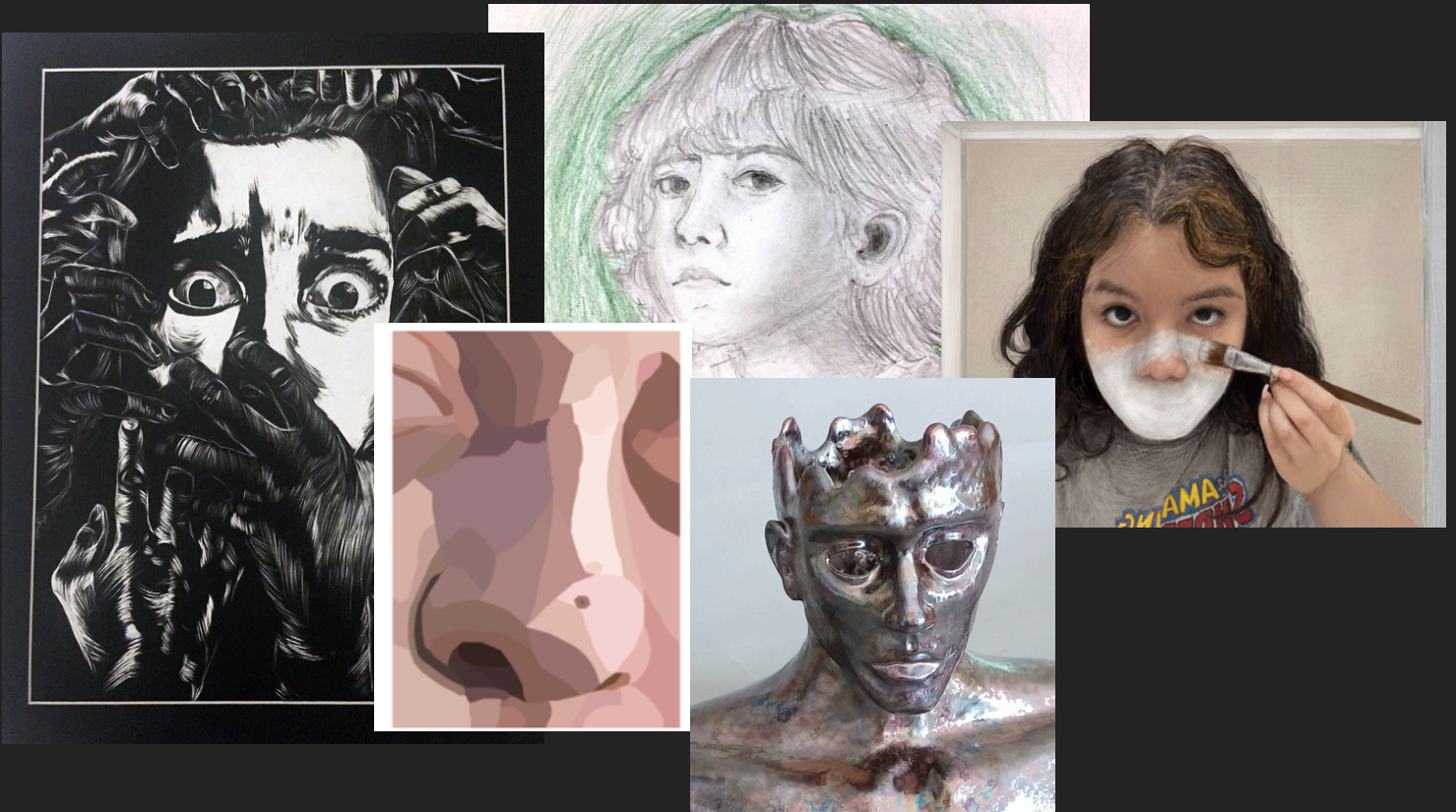
Visual Communication of Everyday Life with a focus on the Human Figure

NARRATIVE

Visual Communication through Past, Present, and Future events to tell a story



Understanding the Basic 8's

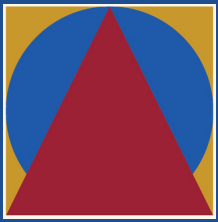


PORTRAITURE

Visual Communication of the Face - likeness of a living being

Our faces, as humans, is our main communication device. From our looks that we give, to the things that we say with our mouths, our face is the foundation of information.....Because of this, portraits are one of the most common forms of artwork, as we are enamored with the idea of connection with others through our eyes. Consequently, one of the hallmarks of a portrait is to have the subject matter engaging with the viewer.

Great for all media and processes



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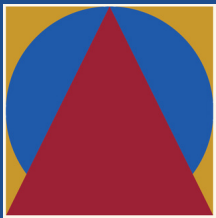


LANDSCAPE

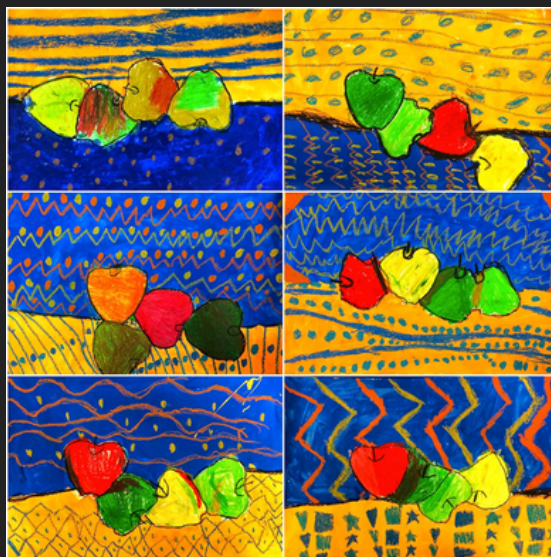
Visual Communication through a Place - The setting IS the subject

The creation of place as the main form of visual communication is as old as antiquity. Often used in lower grades as a place only, we have built in a program for students to add time, weather, season, era, interior space, biomes, aspects of architecture and many other aspects to their artistic tool belt. Many of our other art skills lie in the study of landscape. However, we can never underestimate its power as a visual communication device.

Great for all media and processes



Understanding the Basic 8's



STILL LIFE

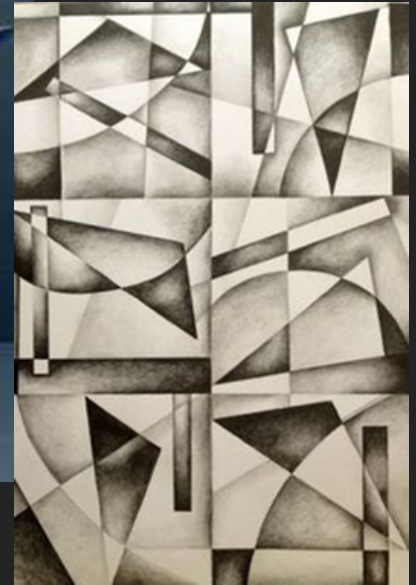
Visual Communication through Objects - The thing(s) tells the story

Still Lives, historically, focus on realism and the artist's ability to recreate things we see in real life. Because it is the relationship of the viewer and the object, we are utilizing the still life to help us teach skill sets in compositional layouts, value and light studies, variables in surface, variables in material, variables in types of objects, variables in where they are located, and most importantly the ideas we can convey by changing any of those variables

Great for all media and processes



Understanding the Basic 8's

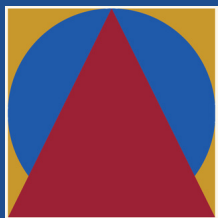


NON-OBJECTIVE

Visual Communication through Elements & Principles
Non-representational art

Often called, *Art for Art's sake*, this genre allows our students to focus on exploring the elements and principles with a focus on how to work more complexly with elements like color, shape, value, and many more from year to year. It also allows students freedom to explore different compositional arrangements without the constraints of recreating an object from real life.

Great for all media and processes



THE DEPARTMENT OF VISUAL ARTS

Plano Independent School District

ALL LEVELS
CURRICULUM

Understanding the Basic 8's



GRAPHIC DESIGN

Visual Communication through the combination of Symbols, Images, and Words

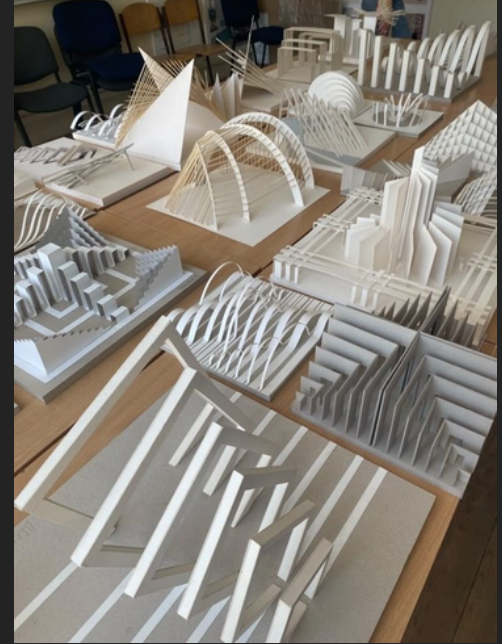
Arguably the most prevalent genre of art in our daily lives, yet often left out of many art programs. As a form of visual communication, graphic design is the most important and influential art form we use today. It is our job to teach the basics of lettering, numbering, word placement, and how they all interact with imagery and symbols to be not only informative but visually powerful as well. All symbols and graphics find their root in abstracting objects to simple but recognizable images.

This skill is also integral to our curriculum as it relates to graphic design.

**Great for all media and processes and especially
PRINTMAKING - DIGITAL MEDIA - COLLAGE - ILLUSTRATION**



Understanding the Basic 8's



UTILITARIAN

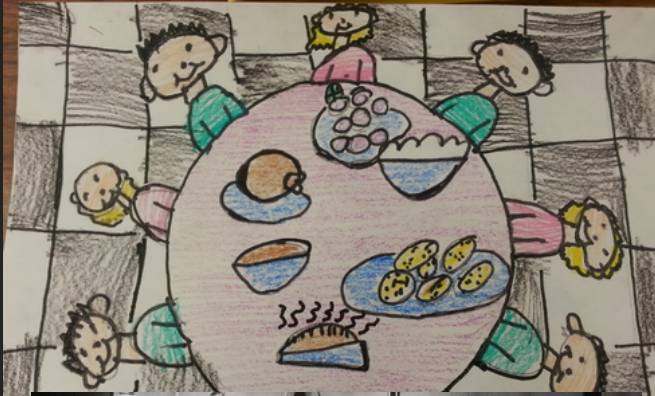
Visual Communication through the Functionality of artwork

Another prevalent genre of art in our daily lives, we remind our students every year that they walk on art, wear art, sit on art, live in art, ride in art, use art, play with art, and so many other things on a daily basis. Our main focus in this unit of study is to allow students to be exposed to and practice a variety of these usable art forms throughout their studies from K-12. We often use functional ceramics as a default, but our curriculum spirals that and product design, jewelry, fashion design, mask making, furniture design, architecture, interior design, product design, and more. Think about how powerful the things we wear, drive, and live in can communicate ideas about ourselves and others

Great for all media and processes and especially
CERAMICS - FIBERS - 3D PRINTING - MEDIA CONSTRUCTION - 3D MODELING



Understanding the Basic 8's

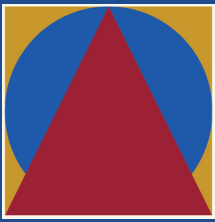


GENRE

Visual Communication of Everyday Life with a focus on the Human Figure

What happens when you have an image with a person or group of people, but they are not engaging you? In fact, it's like they are doing their own thing like you're not even there looking at the image. In this case, the artwork is considered a GENRE work with it's focus on the everyday life. In our curriculum, it will be our major platform for the human figure and other figural studies. We can also dive into prompts such as team, family, and other aspects of our daily lives that we want to showcase, make people think about, or even communicate through.

Great for all media and processes



Understanding the Basic 8's



NARRATIVE

Visual Communication through Past, Present, and Future events to tell a story

Portraits, Landscapes, Still Lifes , and all the other genres can all communicate stories, so what separates Narrative from the others? One of the main components was the old term *History Painting*, referring to artwork that captured and sometimes retold the classics of the past of religious and mythological stories. The defining point for our narratives is to *utilize multiple parts to communicate specific events in the past, present, future, or any combination of the group*. We want our students to combine their art skills retell old stories, capture current events, and even try predicting the future. The visual catch all is to experiment with multiple parts to the actual artwork itself. See examples below.

**Great for all media and processes and especially
MURALS - SEQUENTIAL TILES- FILM - ANIMATION - DIPTYCHS/TRYPICHS**