

Course Overview/Syllabus

Commercial Art

Lakewood High School

Visual Arts Phone: 732 905-3500

Commercial Art & Design is a course offering advanced study in design, drawing and painting techniques, computer/digital applications and the many possibilities for their applications in studio or commercial work. Studies include commercial; art processes, and an awareness of the attitude and discipline required to function in advertising art fields. The course will include and not be limited to typography, Illustration, Graphic Design, self promotion, advertising and marketing procedures. Projects used in connection with assignments will be highly individualized and will result from student and teacher suggestions.

The Units and concepts that will be covered include: Correlation between art and advertising, Packaging design, company logo and product design, Caricature Art, Cartooning, combining Fine and Digital Art, the development of one's physical and digital portfolio, introduction of design software (Photoshop, Illustrator and In-Design), and the preparation of one's artwork for public display at the district art show.

Grading/Assessments Breakdown

° **Projects** – (80% of class grade) (2-4 per marking period) All projects are graded by meeting specific objectives and applying technical skills and incorporating creativity. - *A customized grading rubric will be available to determine how each student excelled in each area for every project.*

° **Quizzes / In class Progress** – (10% of class grade) (Progress and participation are monitored daily and quizzes are given sometime during each marking period.)

° **Activities / Class Assignments** - *Demonstration of Learning* - 5% (provided daily, but vary according to project and marking period)

° **DoNow / Sketchbook/Critiques** – 5% (sketchbooks will be checked at random many times throughout the year & critiques vary according to project)

100-90 =A

89-80 =B

79-70 =C

69-65 =D

Below 65 = F

Attendance Failure = 40

Classroom Responsibilities/Procedures

- Students must abide by school policies & regulations inside this classroom. (This includes: dress code, behavior, texting, attendance, tardiness). I fully expect that these rules will be followed *at all times*. If students fail to follow these rules, they will receive one verbal warning. If the inappropriate behavior continues, they will be disciplined according to the rules of the Student Handbook. A classroom should be a safe environment where learning is the top priority.
- Students are expected to exhibit appropriate behavior and demonstrate a positive work ethic every class from start to finish. Everyday, there will be a Do Now written on the front board, which students must begin immediately after entering the classroom. These assignments are usually to be written in supplied notebooks, which will be checked periodically by the teacher.
- All art teachers will provide as much supplies as necessary to help students complete their work as they wish. Students should not abuse or play with art supplies. They should also return any supplies that they have borrowed from the teacher. Most supplies will not be shared and if so, will be sanitized in between use.
- Homework is rarely assigned, however students are expected to complete sketches, projects, quizzes and assignments in a timely manner. If students need extra time to work or complete any assignments, they can bring work home or attend after school help which is provided. If the entire class needs extra time, accommodations will be made by the teacher.
- Students have 1 day to makeup assignments and activities for each missed day. Students have specific deadlines for projects, but have until the end of the marking period to refine their work and improve their grade. Late work will result in loss credit.
- The art classroom should be a fun environment for all students to appreciate their own individuality and creativity. But, also respect and understand the ways others express themselves. Students will listen quietly while others are speaking.
- Students are encouraged to be confident and productive with their work and ideas as well as respect their classmates for what they have to offer. Constructive criticism should be used appropriately during group work, critiques and discussions.

Student signature: _____

Guardian signature: _____

Unit	Covered Material	Standards
Unit # 1 Approx. 8 Weeks (Sept. – Nov.)	Promoting Drawing/Illustration through Type and Imagery * Introduction of Commercial Art * Typography * Metamorphosis * Surrealism * Original Logo Designs	<p>1.1.12.D.1 - Distinguish innovative applications of the elements of art and principles of design in visual artworks from diverse cultural perspectives and identify specific cross-cultural themes.</p> <p>1.2.12.A.1 - Determine how dance, music, theatre, and visual art have influenced world cultures throughout history.</p> <p>1.3.12.D.2 - Produce an original body of artwork in one or more art mediums that demonstrates mastery of visual literacy, methods, techniques, and cultural understanding.</p> <p>1.4.12.B.3 - Determine the role of art and art-making in a global society by analyzing the influence of technology on the visual, performing, and multimedia arts for consumers, creators, and performers around the world.</p> <p>9.3.12.AR-VIS.1 - Describe the history and evolution of the visual arts and its role in and impact on society.</p> <p>9.3.12.AR-VIS.2 - Analyze how the application of visual arts elements and principles of design communicate and express ideas.</p> <p>9.3.12.AR-VIS.3 - Analyze and create two and three-dimensional visual art forms using various media.</p> <p>CRP.2 - Apply appropriate academic and technical skills.</p> <p>CRP.6 - Demonstrate creativity and innovation.</p> <p>CRP.8 - Utilize critical thinking to make sense of problems and persevere in solving them.</p> <p>CRP.11 - Use technology to enhance productivity.</p>
Unit # 2 Approx. 8 Weeks (Nov. – Jan.)	Graphic & Vector Based Software (Adobe Photoshop, Illustrator, In Design) * Toolbar & Functions * Color Guides * Layers, Photo Manipulation & Effects * Illustrating Digitally * Digital Logo * Banner Design	<p>1.1.12.D.1 - Distinguish innovative applications of the elements of art and principles of design in visual artworks from diverse cultural perspectives and identify specific cross-cultural themes.</p> <p>1.3.12.D.2 - Produce an original body of artwork in one or more art mediums that demonstrates mastery of visual literacy, methods, techniques, and cultural understanding.</p> <p>1.4.12.B.3 - Determine the role of art and art-making in a global society by analyzing the influence of technology on the visual, performing, and multimedia arts for consumers, creators, and performers around the world.</p> <p>9.3.12.AR-VIS.1 - Describe the history and evolution of the visual arts and its role in and impact on society.</p> <p>9.3.12.AR-VIS.2 - Analyze how the application of visual arts elements and principles of design communicate and express ideas.</p> <p>9.3.12.AR-VIS.3 - Analyze and create two and three-dimensional visual art forms using various media.</p> <p>CRP.2 - Apply appropriate academic and technical skills.</p> <p>CRP.6 - Demonstrate creativity and innovation.</p> <p>CRP.8 - Utilize critical thinking to make sense of problems and persevere in solving them.</p> <p>CRP.11 - Use technology to enhance productivity.</p>
Unit # 3 Approx. 10 Weeks (Jan. – Mar.)	Promotion/ Advertising * Film Poster * Music Album Design Cover * Video Game Design Cover * Magazine Print * Storyboarding/Comic Art	<p>1.1.12.D.1 - Distinguish innovative applications of the elements of art and principles of design in visual artworks from diverse cultural perspectives and identify specific cross-cultural themes.</p> <p>1.1.12.D.2 - Translate literary, musical, theatrical, and dance compositions by using them as stimulus/inspiration for corresponding visual artworks.</p> <p>1.2.12.A.1 - Determine how dance, music, theatre, and visual art have influenced world cultures throughout history.</p> <p>1.3.12.D.2 - Produce an original body of artwork in one or more art mediums that demonstrates mastery of visual literacy, methods, techniques, and cultural understanding.</p> <p>1.4.12.B.3 - Determine the role of art and art-making in a global society by analyzing the influence of technology on the visual, performing, and multimedia arts for consumers, creators, and performers around the world.</p> <p>9.3.12.AR-VIS.1 - Describe the history and evolution of the visual arts and its role in and impact on society.</p> <p>9.3.12.AR-VIS.2 - Analyze how the application of visual arts elements and principles of design communicate and express ideas.</p> <p>9.3.12.AR-VIS.3 - Analyze and create two and three-dimensional visual art forms using various media.</p> <p>CRP.2 - Apply appropriate academic and technical skills.</p> <p>CRP.6 - Demonstrate creativity and innovation.</p> <p>CRP.8 - Utilize critical thinking to make sense of problems and persevere in solving them.</p> <p>CRP.11 - Use technology to enhance productivity.</p>
Unit # 4 Approx. 10 Weeks (Mar. – May)	Client Based Projects * Caricature Art * Business Card Design * Package/Product Design * Tri-fold & Layout Designs * 3-D Printing	<p>1.1.12.D.1 - Distinguish innovative applications of the elements of art and principles of design in visual artworks from diverse cultural perspectives and identify specific cross-cultural themes.</p> <p>1.3.12.D.2 - Produce an original body of artwork in one or more art mediums that demonstrates mastery of visual literacy, methods, techniques, and cultural understanding.</p> <p>1.4.12.B.3 - Determine the role of art and art-making in a global society by analyzing the influence of technology on the visual, performing, and multimedia arts for consumers, creators, and performers around the world.</p> <p>9.3.12.AR-VIS.1 - Describe the history and evolution of the visual arts and its role in and impact on society.</p> <p>9.3.12.AR-VIS.2 - Analyze how the application of visual arts elements and principles of design communicate and express ideas.</p> <p>9.3.12.AR-VIS.3 - Analyze and create two and three-dimensional visual art forms using various media.</p> <p>CRP.2 - Apply appropriate academic and technical skills.</p> <p>CRP.6 - Demonstrate creativity and innovation.</p> <p>CRP.8 - Utilize critical thinking to make sense of problems and persevere in solving them.</p> <p>CRP.11 - Use technology to enhance productivity.</p>
Unit # 5 Approx. 4 Weeks (May – June)	Art Concentration * Combining Fine and Digital Art * Focus on Promoting Artwork * Prepping and Developing Art Portfolio * Gallery Display	<p>1.1.12.D.1 - Distinguish innovative applications of the elements of art and principles of design in visual artworks from diverse cultural perspectives and identify specific cross-cultural themes.</p> <p>1.3.12.D.2 - Produce an original body of artwork in one or more art mediums that demonstrates mastery of visual literacy, methods, techniques, and cultural understanding.</p> <p>1.3.12.D.3 - Organize an exhibit of personal works of visual art that convey a high level of understanding of how the expression of ideas relates to the art media, art mediums, and techniques used.</p> <p>1.4.12.B.3 - Determine the role of art and art-making in a global society by analyzing the influence of technology on the visual, performing, and multimedia arts for consumers, creators, and performers around the world.</p> <p>9.3.12.AR-VIS.2 - Analyze how the application of visual arts elements and principles of design communicate and express ideas.</p> <p>9.3.12.AR-VIS.3 - Analyze and create two and three-dimensional visual art forms using various media.</p> <p>CRP.2 - Apply appropriate academic and technical skills.</p> <p>CRP.6 - Demonstrate creativity and innovation.</p> <p>CRP.8 - Utilize critical thinking to make sense of problems and persevere in solving them.</p> <p>CRP.11 - Use technology to enhance productivity.</p>