



Radnor High School Course Syllabus

Created 9/1/2011

Commercial Art 0708

Credits: .5
Weighted: N/A
Length: Semester
Format: 4 days per week

Grades: 9 -12
Prerequisite: N/A

Overall Description of Course

Commercial art plays a key role in the shaping of our popular culture today. This semester course exposes students to the varied fields of commercial art including illustration, advertising design, graphic design, package design, and product design. Students will complete an average of three projects per quarter which are the focus of assessment. Creative thinking and the use of technology (graphics tablet, digital scanner, computers, and Photoshop software) will be instrumental in the completion of most work.

Common Core Standards

- 9.1.12.A:** Know and use the elements and principles of each art form to create works in the arts and humanities
- 9.1.12.B:** Recognize, know, use and demonstrate a variety of appropriate arts elements and revise original works in the arts.
- 9.1.12.C:** Integrate and apply advanced vocabulary to the arts forms.
- 9.1.12.F:** Analyze works of arts influenced by experiences or historical and cultural events through production, performance or exhibition.
- 9.1.12.H:** Incorporate the effective and safe use of materials, equipment and tools into the production of works in the arts at work and performance spaces.
- 9.1.12.J:** Analyze and evaluate the use of traditional and contemporary technologies for producing, performing and exhibiting works in the arts or the works of others.
- 9.2.12.D:** Analyze a work of art from its historical and cultural perspective.
- 9.3.12.A:** Explain and apply the critical examination processes of works in the arts and humanities

Student Objectives:

- >Practice of problem solving skills in design.
- >Extensive practice in the comprehension of basic symbols systems and abstract concepts.
- >Application of technical skills in practical production and performance situations.
- >Comprehension and application of design elements and principles.

- >Development and practice of creative thinking skills in design.
- >Development of verbal and non-verbal communication skills through design.
- >Develop an awareness of the historical and cultural contributions of commercial art and related artists.
- >Engage in aesthetic criticism of both professional and student work.
- >Exhibition of student work via Radnor High School community and art shows held throughout the school year.
- >Develop an ongoing appreciation of commercial art's purpose in our culture.

Materials & Texts

MATERIALS

Materials to be used include (*but are not limited to*) computers with Adobe Photoshop (*or a compatible program*), digital scanner, graphics tablet, pencil, pen & ink, illustration board, photographic ink jet paper, and graphic tools (*i.e. compass, rulers, shape templates, t-squares, drawing boards, triangles, x-acto knives, etc.*). Students will also have access to all other studio materials, equipment, technology, and resources in their pursuit of fulfilling the course requirements.

Activities, Assignments, & Assessments

ACTIVITIES

- >Studio Safety-practicing with studio tools to develop and understanding of them.
- >Brainstorming activities to engage student creativity.
- >Completion of Photoshop tutorial to demonstrate proficiency.
- >Designing a simple advertisement in Photoshop to further demonstrate proficiency.
- >Sample real food products as inspiration for designing packaging.

ASSIGNMENTS

- >Typographic Design- using letter forms to visually communicate and idea.
- >Graphic Design- using pictures and words to instruct or communicate a specific message.
- >Advertising Design- using letter forms, words, pictures, and graphics in a comprehensive theme to promote a business, product, or organization.
- >Package Design- developing an original scale mock-up of a consumer product package with graphics.
- >Product Design- developing an original scale mock-up of a consumer product

ASSESSMENTS

All projects will serve as the main focus of assessment. The last project will serve as a final exam and be weighted accordingly. Project specific rubrics will be used to assess specific criteria on each project. The Radnor High School grading scale will be used to compute final grades on all projects.

Terminology

Baseline, cap-height, x-height, ascender, descender, font, typeface, logo, logotype, word mark, device mark, stationery system, Photoshop, marketing, comp, Principles of Art, Elements of Art

Media, Technology, Web Resources

Powerpoint presentations by instructor and use of computers for student research tasks and Photoshop based projects. Graphics tablets and scanners are available for optional use.

<http://www.nga.gov/education/teachres.htm>

<http://www.atomiclearning.com>

<http://www.youtube.com>

<http://www.metacafe.com>

<http://www.princetonol.com/groups/iad?>

http://www.metmuseum.org/education/er_teacher.asp

<http://www.philamuseum.org/education/33-132-494-377.html>

<http://www.artchive.com/>

Enduring Understandings

1. Production: The skills, techniques, elements and principles of the arts can be learned, studied, refined, and practiced.
2. Aesthetic Response and Historic Cultural Context: The arts provide a medium to understand and exchange ideas.
3. People have expressed experiences and ideas through the arts throughout time and across cultures.
4. People use both aesthetic and critical processes to assess quality, interrupt meaning, and determine value.

Essential Questions

1. How are the elements and principles of design used to convey meaning in the visual arts?
2. Why do people value and engage with visual art?
3. How do the visual arts raise awareness about art versus craftsmanship?
4. What role does the critique play in an artists' development?