

**Fair Lawn Public Schools
Fair Lawn, NJ**



Computer Graphics

Semester Course - Grade 9-12

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Table of Contents

I. Fair Lawn District Mission Statement 3

II. Department of Fine Arts Mission Statement 3

III. National and State Standards 4,5

IV. Course Synopsis (Course Description)6

V. Benchmarks.....6

VI. Scope and Sequence.....7-8

VII. Goals/Essential Questions/Objectives/Instructional Tools/Activities9-21

VIII. Course Assessment22-25

Fair Lawn District Mission

Recognizing that the "Leaders of Tomorrow Attend Fair Lawn Schools Today," it is the mission of Fair Lawn High School to afford each student the opportunity to learn, to achieve success and to become a confident and productive member of a global and technological society prepared to face the challenges of the 21st century. We believe that a major purpose of an education is to cultivate in each student a sense of wonder in the life-long process of learning. We believe that our school provides a learning environment that is student-centered, and supports the interaction of students, parents, professional staff, and the community. We believe that teachers must be empowered to develop and deliver high quality instruction, nurture students' special talents and abilities, and respond to the needs of each individual. We believe that the optimal environment is one in which students feel free to challenge themselves and have opportunities to take initiative, to articulate clearly and imaginatively, to be creative, and to learn from their inquiry and experience.

We believe that an education which provides for the intellectual, aesthetic, physical, cultural, technological and social development of young people leads to their becoming productive and humane citizens who demonstrate self-discipline, responsibility and respect for others. We believe that education provides students with opportunities to access knowledge, ensuring competence and confidence in responding to the challenges of the future.

Department of Fine Art Mission Statement

The course offerings of the Fine Art Department provide all Fair Lawn High School students the opportunity to grow aesthetically; to develop and expand a critical awareness of their cultural heritage; and to acquire the skills needed to distinguish the fine from the mundane. The intent is to help students increase their perception and awareness of the environment, to encourage an imaginative and creative approach to problem solving, and to develop self-discipline and confidence. The varied courses offered by the Fine Art Department are designed to challenge all students to achieve higher levels of performance and appreciation.

Visual Arts:

Standard 1.1 (the creative process) all students will demonstrate an understanding of the elements and principles that govern the creation of works of art in dance, music, theatre and visual arts.

Standard 1.2 (history of the arts and culture) all students will understand the role, development, and influence of the arts throughout history and across the cultures.

Standard 1.3 (performance) all students will synthesize skills, media, methods, and technologies that are appropriate to creating, performing, and/or presenting works of art in dance, music, theatre and visual art.

Standard 1.4 (aesthetic responses and critique methodologies) all students will demonstrate and apply an understanding of arts philosophies, judgment, and analysis to works of art in dance, music, theatre and visual art.

For more specific details go to:<http://www.state.nj.us/education/cccs/standards/1/index.html>

Cross Curricular Core Content Standards

The units in this curriculum reflect the integration of the New Jersey Mathematics, Science, Social Studies, Technology Literacy, and 21st-Century Life and Careers Core Curriculum Content Standards.

These integrated standards are:

Mathematics – CCCS 4.2: 4.4.A 1-3; 4.4 B 1-2; 4.4 C 1; 4.5 E 1-3

Science – CCCS 5.2.P.A.1; 5.2.8.A.3; 5.2.4.B.1; 5.2.12.C.2

Social Studies – CCCS 6.1.P.D.1,2,3,4; 6.1.12.D.3.e; 6.1.12.D.8.b; 6.1.12.D.14.f

Technology Literacy – CCCS 8.1; 8.2

21st-Century Life and Careers – CCCS 9.1; 9.2

Common Core State Standards Initiative (2010)

The Standards set requirements not only for English language arts (ELA) but also for literacy in history/social studies, science, and technical subjects. Just as students must learn to read, write, speak, listen, and use language effectively in a variety of content areas, so too must the Standards specify the literacy skills and understandings required for college and career readiness in multiple disciplines. Literacy standards for grade 6 and above are predicated on teachers of ELA, history/social studies, science, and technical subjects using their content area expertise to help students meet the particular challenges of reading, writing, speaking, listening, and language in their respective fields. It is important to note that the 6–12 literacy standards in history/social studies, science, and technical subjects are not meant to replace content standards in those areas but rather to supplement them. States may incorporate these standards into their standards for those subjects or adopt them as content area literacy standards.

Examples of these standards:

RL.9-10.7. Analyze the representation of a subject or a key scene in two different artistic mediums, including what is emphasized or absent in each treatment (e.g., Auden’s “Musée des Beaux Arts” and Breughel’s Landscape with the Fall of Icarus)

W.9-10.1. Write Arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.

W.9-10.2. Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through effective selection, organization, and analysis of content.

njccs.nj.gov/

The purpose of Computer Graphics is to introduce the student to the technology and associated skills required by the graphic design industry. The student will develop basic proficiency in the use of the Macintosh platform, the Adobe Creative Suite, and associated peripheral hardware such as digital cameras, scanners, and printers. While this course is designed to compliment the Studio Skills course, it is also accessible to the student with no prior coursework. All students will be expected to develop their creativity through the acquisition of technical skills as well as their own style of design.

The historical and cultural aspects of visual communication and graphic design are also explored throughout the course. When appropriate, an awareness of the topic relevance to business and/or industrial applications is provided for each student. The subject matter is presented with an awareness of the National Art Education Association curriculum standards and the New Jersey State Core Curriculum Content Standards.

Course Benchmarks

1. Students will be able to identify the purpose and function of the graphic design profession in both historical and contemporary contexts.
2. The student will be able to identify the elements and principles of design among various forms of visual communication through viewing, discussing and producing works of art.
3. The student will develop knowledge of materials and media required to produce graphic design solutions.
4. The student will learn hand skills and techniques required in graphic design production.
5. The student will demonstrate an understanding of the appropriate application of various materials, media, skills and techniques, through the completion of graphic design solutions.
6. The student will build a technical vocabulary needed to communicate between designers/artists/creative directors and other industry professionals.
7. The student will develop a 'personal repertoire' of skills and techniques through the development of graphic design solutions.
8. The student will understand the value of superior craftsmanship by participating in critiques.
9. The student will be able to understand and utilize appropriate vocabulary in discussing, both written and verbal, their work and the work of others.

Scope and Sequence

Marking Period 1

Unit I – Design in the Digital Age

Overview of Contemporary Graphic and Digital Media

The student will explore the history and development of graphic design and digital media by viewing, discussing and producing works of art. The student will explore advances in technology as they relate to the fields of graphic design and digital media, and how they have impacted society and culture.

Unit II -Studio & Lab Procedures

Studio Procedures, Tools & Safety

The student will demonstrate an understanding of the proper use various design mediums within the graphic design studio, the tools associated with applying these mediums, and proper studio safety and clean up procedures.

Unit III – The Macintosh Operating System

Apple Computer & The Macintosh OS Environment

The student will demonstrate an ability to use an Apple computer, the Macintosh OS, and relevant software.

Unit IV – Adobe Illustrator

Digital Illustration

The student will demonstrate basic proficiency in the use of Adobe Illustrator as a design tool. The student will be able to identify the appropriate application and use of Adobe Illustrator as a design tool, as it relates to graphic design. The student will understand and utilize appropriate vocabulary and technical terms in discussing, both written and verbal, the Adobe Illustrator software.

Unit V – Logos/Symbols/Pictograms

Designing Information Graphics

The student will identify the components of a logo, symbol and pictogram. The student will utilize the elements and principles of design to skillfully combine type and visuals in a coherent unit, in order to communicate meaning. The student will explain the influence of logos/symbols/pictograms on the development of society and culture. The student will understand that logos/symbols/pictograms are information graphics by discussing, both written and verbal, logos/symbols/pictograms design and participating in the logos/symbols/pictograms design process.

Unit VI – Digital Imaging & File Sharing

Digital Cameras, Scanners & Printers

The student will demonstrate basic proficiency in the use of digital cameras, scanners and printers for the purpose of image capture and manipulation. The student will understand and utilize appropriate vocabulary and technical terms in discussing, both written and verbal, the use of various types of digital hardware.

Marking Period 2

Unit VII – Adobe Photoshop

Digital Image Manipulation

The student will demonstrate basic proficiency in the use of Adobe Photoshop as a design tool. The student will be able to identify the appropriate application and use of Adobe Photoshop as a design tool, as it relates to graphic design. The student will understand and utilize appropriate vocabulary and technical terms in discussing, both written and verbal, the Adobe Photoshop software.

Unit VIII – Poster Design**The Purpose of Posters**

The student will become acquainted with the history of posters and understand how their development has impacted society and culture. The student will understand the integration of concept with type and visuals in poster design by discussing, both written and verbal, poster design and participating in the poster design process.

Unit IX – InDesign**Publication Design and Construction**

The student will demonstrate basic proficiency in the use of Adobe InDesign as a design tool. The student will be able to identify the appropriate application and use of Adobe InDesign as a design tool, as it relates to graphic design. The student will understand and utilize appropriate vocabulary and technical terms in discussing, both written and verbal, the Adobe InDesign software.

Unit X – Publication Design**Editorial and Visual Harmony**

The student will become acquainted with the history of publication design and understand how its development has impacted society and culture. The student will identify the various types of publication design, including traditional print and contemporary digital manifestations. The student will understand that publication design is both editorial and promotional by discussing, both written and verbal, publication design and participating in the publication design process.

Unit XI – Package Design**Form vs. Function**

The student will become acquainted with the history of package design and understand how its development has impacted society and culture. The student will identify the various types of package design and be able to explain their function as a part of larger brand identity. The student will understand that package design must inform, enclose and persuade by discussing, both written and verbal, package design and participating in the publication design process.

Unit XII – Advertising, Visual Identity & Branding**The Purpose & Value of Advertising**

The student will become acquainted with the history of advertising design and how it has developed across societies and cultures. The student will grasp the purpose and value of advertising as it relates to contemporary society and culture. The student will understand that advertising is inseparable from American popular culture, by discussing, both written and verbal, advertising design and participating in the advertising design process.

Unit XIII – Art Criticism**Critical Analysis**

The student will understand and utilize appropriate vocabulary in discussing, both written and verbal, their work and the work of others.

NOTE: The assessment models provided in this document are suggestions for the teacher. If the teacher chooses to develop his/her own model, it must be of equal or better quality and at the same or higher cognitive levels (as noted in parentheses).

Depending upon the needs of the class, the assessment questions may be answered in the form of essays, quizzes, projects, presentations, or other formats of measurement used by the teacher.

Unit I – Design in the Digital Age

Overview of Contemporary Graphic and Digital Media

Goal 1: The student will explore the history and development of graphic design and digital media by viewing, discussing and producing works of art. The student will explore advances in technology as they relate to the fields of graphic design and digital media, and how they have impacted society and culture.

Objectives / Cluster Concepts /Cumulative Progress Indicators (CPI's)

The student will be able to:

- 1.1. Define graphic design. (1.2)
- 1.2. Understand the place graphic design has in the contemporary world. (1.2)
- 1.3. Become familiar with the major categories and specializations in graphic design and advertising professions. (9.1, 9.3, 9.4)
- 1.4. Become acquainted with the nature and impact of graphic design and visual communication on society. (1.2)
- 1.5. Explain the development of ethical practice in graphic design and visual communication. (1.2)
- 1.6. Outline the historical evolution of graphic design and visual communication. (1.2)
- 1.7. Identify key individuals that have contributed to the field of graphic design and visual communication. (1.2)

Essential Questions/ Sample Conceptual Understandings

Essential Questions

What is the significance of graphic design?

What is the role of the contemporary graphic design professional?

Enduring Understandings

Design matters; visual communication contributes to society in a number of ways, from driving the economy to informing the public.

It is the designer's responsibility to give visual form to messages and communication in a compelling and ethical manner.

Instructional Tools / Materials / Technology / Resources / Learning Activities / Interdisciplinary Activities / Assessment Model

Instructional Tools:

PowerPoint: Introduction to Graphic Design

PowerPoint: The History of Graphic Design

Resources:

Meggs' History of Graphic Design, Philip B. Meggs, 2005

Learning Activities:

Small group activity: Students will compare and contrast the package designs of several consumer products. Students will then analyze the appeal of the consumer products based solely on their packaging design. Each group will present a summary of their analysis to the class. (*knowledge, analysis*)

Design assignment: As a class, create an assemblage of graphic design ephemera and refuse. Discuss the influence of these elements on purchasing decisions and attitudes, and how these elements define the group and the individual. (*synthesis, application, analysis*)

Unit II - Studio Procedures

Studio Procedures, Tools & Safety

Goal 2: The student will demonstrate an understanding of the proper use various design mediums within the graphic design studio, the tools associated with applying these mediums, and proper studio safety and clean up procedures.

Objectives / Cluster Concepts /Cumulative Progress Indicators (CPI's)

The student will be able to:

- 2.1. Identify daily safety measures that must be done to ensure a safe learning environment. (1.2)
- 2.2. Identify the mediums and tools used in the graphic design studio and their proper functions. (1.2)
- 2.3. Develop problem-solving skills based on established knowledge in safe handling of equipment and materials. (1.2)

Essential Questions/ Sample Conceptual Understandings

Essential Questions

How is maintaining safe working procedures essential to the learning process?

How does a designer safely and responsibly use materials, tools and processes in creating a work of art?

Enduring Understandings

Safety is paramount to success in any lab/studio setting.

Safe and appropriate use of materials, tools and processes results in strong artistic skills and craftsmanship.

Instructional Tools / Materials / Technology / Resources / Learning Activities / Interdisciplinary Activities / Assessment Model

Instructional Tools:

PowerPoint: Introduction to Studio Procedures

Learning Activities

Class activity: Tour spaces of classroom where design materials are stored with a discussion of safety rules for each area. (*knowledge*)

Small group activity: Each group is distributed a collection of materials and tools. They are to identify each of the materials, utilizing the provided vocabulary list. (*knowledge, application*)

Small group activity: Each group will draw three scenarios from a deck of cards. Each card has a problem on it that might be encountered in class. Using the information provided in class, define a solution to the problem and, if possible, how it may have been prevented. (*application, analysis, synthesis*)

Unit III – Universal Studio Techniques**Measuring, Cutting, Scoring, Adhesives & Imaging**

Goal 3: The student will demonstrate an understanding of universal studio tools and the appropriate techniques of application, including but not limited to; basic measurement, cutting and scoring, adhesives, and non-digital imaging media.

Objectives / Cluster Concepts /Cumulative Progress Indicators (CPI's)**The student will be able to:**

- 3.1. Demonstrate an understanding of how to read a ruler in both metric and imperial systems.
- 3.2. Demonstrate the ability to use basic mathematical skills (addition, subtraction, multiplication and division).
- 3.3. Demonstrate an ability to convert fractions to decimals.
- 3.4. Demonstrate an ability to use various cutting tools, and differentiate techniques for cutting materials of varying composition.
- 3.5. Identify the purpose of scoring, and demonstrate proper techniques and application for scoring materials of varying composition.
- 3.6. Identify various types of adhesive and their appropriate application.
- 3.7. Demonstrate an understanding of the implementation of non-digital imaging media.

Essential Questions/ Sample Conceptual Understandings**Essential Questions**

Why is mastery of specific studio tools essential to the success of design?

Enduring Understandings

Proper technique is essential to successful outcomes; proper technique can only be achieved through mastery of tools.

Instructional Tools / Materials / Technology / Resources / Learning Activities / Interdisciplinary Activities / Assessment Model**Materials:**

Measuring tools, cutting and scoring tools, adhesives, non-digital imaging media paper, mat board and foam board.

Large Group Learning Activities:

Demonstration of various studio tools accompanied by safety reviews of each. (*knowledge*)

Individual Learning Activity:

Guided practice:

Students will create a paper self-portrait that is frame matted, using the techniques demonstrated in class, in order to develop proficiency in the use of specific studio tools, and a greater understanding of their function. (*application, synthesis*)

Assessment

Project Grading Rubric based on the following: Craftsmanship, Creativity, Successful Completion, and Effort.

Unit IV – Fundamentals of Graphic Design

The Formal Elements of Design

Goal 4: The student will identify the elements of design, and demonstrate an understanding of their application, among various forms of visual communication by viewing, discussing and producing works of art.

Objectives / Cluster Concepts /Cumulative Progress Indicators (CPI's)

The student will be able to:

- 4.1 Identify the formal elements of design in visual communication: line, shape, value, color, texture, format. (1.1,1.2,1.3)
- 4.2 Demonstrate an understanding of the application of the formal elements of design in visual communication. (1.1,1.2,1.3)

Essential Questions/ Sample Conceptual Understandings

Essential Questions

How can using lines and shapes in design help to create visual hierarchy?

How does color affect audience response?

Enduring Understandings

Using lines and shapes within a design creates visual hierarchy by visually organizing the graphic space. Color is the most powerful visual element recognized by a viewer, and can elicit strong emotional responses.

Instructional Tools / Materials / Technology / Resources / Learning Activities / Interdisciplinary Activities / Assessment Model

Resources:

Graphic Design Solutions, Robin Landa, 2006.

Large Group Learning Activities: Demonstration and discussion of the formal elements of design; identity, function, and implementation. (*knowledge*)

Individual Learning Activity:

Guided practice:

Students will engage in a series of projects that explore the concepts related to the formal elements of design, including but not limited to: line warp illusion, the four squares project, color palette creation, value scale creation, visual texture from rubbings and blottings, format manipulation. (**synthesis, analysis, application**)

Assessment

Project Grading Rubric based on the following: Craftsmanship, Creativity, Successful Completion, and Effort.

Unit V – Fundamentals of Graphic Design

The Formal Principals of Design

Goal 5: The student will identify the principles of design, and demonstrate an understanding of their application, among various forms of visual communication by viewing, discussing and producing works of art.

Objectives / Cluster Concepts /Cumulative Progress Indicators (CPI's)

The student will be able to:

- 5.1 Identify the formal principles of design in visual communication: balance, symmetry, emphasis, rhythm, unity, correspondence, alignment, flow. (1.1,1.2,1.3)
- 5.2 Demonstrate an understanding of the application of the formal principles of design in visual communication. (1.1,1.2,1.3)

Essential Questions/ Sample Conceptual Understandings

Essential Questions

Why is an understanding of balance and symmetry essential to the success of a design?
What methods can be used to create visual emphasis while maintaining unity in a design?

Enduring Understandings

Mastery of balance and the appropriate application of (a)symmetry in a design creates a sense of flow and hierarchy, making it visually legible and aesthetically successful.

In order to maintain unity in a design while emphasizing key elements, a designer should limit the number of elements that are altered (i.e., change color while maintaining scale, change alignment while maintaining shape, etc.).

Instructional Tools / Materials / Technology / Resources / Learning Activities / Interdisciplinary Activities / Assessment Model

Resources:

Graphic Design Solutions, Robin Landa, 2006.

Large Group Learning Activities: Demonstration and discussion of the formal principles of design; identity, function, and implementation. (*knowledge*)

Individual Learning Activity:

Guided practice:

Students will engage in a series of projects that explore the concepts related to the formal principles of design, including but not limited to: deconstruction of symmetry through balance, creating a focal point, creating visual hierarchy, using alignment to achieve unity, letterforms as positive and negative space.

(synthesis, analysis, application)

Assessment

Project Grading Rubric based on the following: Craftsmanship, Creativity, Successful Completion, and Effort.

Unit VI –The Design Process

The Graphic Design Solution

Goal 6: The student will demonstrate an understanding of the components of a graphic design solution and become skilled in methods for concept generation.

Objectives / Cluster Concepts /Cumulative Progress Indicators (CPI's)

The student will be able to:

- 6.1 Identify the components of the graphic design solution. (1.1, 1.2, 1.3, 1.4)
- 6.2 Utilize a design brief in the development of a design solution. (1.1, 1.2, 1.3, 1.4)
- 6.3 Demonstrate an understanding of the processes and phases of designing. (1.1, 1.2, 1.3, 1.4)
- 6.4 Demonstrate an understanding of the need to critique work. (1.4)
- 6.5 Develop a vocabulary and method for critique. (1.4)

Essential Questions/ Sample Conceptual Understandings

Essential Questions

Why is the development and use of a design brief essential to the design process?
 How do designers ensure that they are meeting the objectives of the assignment?
 Why is critique an important component of the design process?

Enduring Understandings

The design brief acts as an outline, helping a designer to organize the strategy, concept, design, production and execution of a project.

Designers constantly refer to the design brief.

Critique is essential to the continued successful development of a design concept; having another person analyze a concept may bring fresh ideas and perspectives to the table.

Instructional Tools / Materials / Technology / Resources / Learning Activities / Interdisciplinary Activities / Assessment Model

Instructional Tools

PowerPoint: The Graphic Design Solution/The Design Brief

Handout: The Design Brief

Resources:

Graphic Design Solutions, Robin Landa, 2006.

Large Group Learning Activities:

Students will engage in an overview of the function and structure of the design brief and how it is an integral part of the development of graphic design solutions. (*knowledge*)

Students will participate in a demonstration (teacher led) critique of an existing visual communication project, (packaging, advertising, etc.).

Individual Learning Activity:

Guided practice:

Students will deconstruct an existing design through backwards analysis with a design brief, and develop alternative solutions to the perceived problem. (*application, analysis, synthesis*)

Assessment

Project Grading Rubric based on the following: Creativity, Successful Completion, and Effort.

Unit VII – The Design Process

Typography

Goal 7: The student will demonstrate an understanding of type definitions and nomenclature, the classification and structure of type, and the principles of designing with type.

Objectives / Cluster Concepts /Cumulative Progress Indicators (CPI's)

The student will be able to:

- 7.1 Demonstrate knowledge of type definitions and nomenclature.
- 7.2 Demonstrate knowledge of type measurements, basic specifications, and classifications.
- 7.3 Identify the parts of letters.
- 7.4 Demonstrate knowledge of the three types of spacing.
- 7.5 Understand the relationship of type and visuals.
- 7.6 Use type creatively and expressively.

Essential Questions/ Sample Conceptual Understandings

Essential Questions

What is the difference between calligraphy, lettering and type?

Why is the relationship between type and images important?

Why does a graphic designer need to master the three types of spacing?

Enduring Understandings

Calligraphy is drawn by hand, lettering is custom designed and executed through both digital and conventional methods, and type is produced by mechanical means.

To fully express a visual communication message with type and image, a designer must pay attention to the relationship between those two elements and create a harmonious balance between the two.

Mastery of spacing is integral to achieving the most legible and aesthetically successful designs.

Instructional Tools / Materials / Technology / Resources / Learning Activities / Interdisciplinary Activities / Assessment Model

Instructional Tools:

PowerPoint: An Introduction to Typography

Large Group Learning Activities:

Students will participate in a discussion on the definition of type and its associated nomenclature, including how to measure type and classify it. (*knowledge*)

Students will participate in a discussion on the structure of type and the parts of letters. (*knowledge*)

Individual Learning Activity:

Guided practice:

Students will design their name in a typeface and style that is representative of their personality.

(*application, synthesis*)

Students will create an original illustration that defines a word. (*application, synthesis*)

Students will create an illustration that tells a story, composed entirely of type as graphic elements.

(*knowledge, analysis, application*)

Assessment

Project Grading Rubric based on the following: Craftsmanship, Creativity, Successful Completion, Effort.

Unit VIII – The Design Process

Layout

Goal 8: The student will demonstrate an understanding the meaning and interconnected goals and functions of a layout.

Objectives / Cluster Concepts /Cumulative Progress Indicators (CPI's)

The student will be able to:

- 8.1 Recognize the importance of format in any layout. (1.1,1.2,1.3)
- 8.2 Comprehend the fundamental principles governing the layout of a page. (1.1,1.2,1.3)
- 8.3 Understand the need to fit visual elements into a limited space and have them function effectively. (1.1,1.2,1.3)
- 8.4 Demonstrate an understanding of how to design with a grid. (1.1,1.2,1.3)

Essential Questions/ Sample Conceptual Understandings

Essential Questions

What is the role of format, and how does it affect a layout?

Enduring Understandings

Format can be regarded as the shape, or space, within which a design is contained. Therefore the layout of any given design is dependent upon its format.

Instructional Tools / Materials / Technology / Resources / Learning Activities / Interdisciplinary Activities / Assessment Model

Resources:

PowerPoint: Layout, Format, and the Grid: Defining Visual Space

Large Group Learning Activities:

Students engage participate in a discussion on the function of format and layout, and how to generate visual hierarchy. (*knowledge*)

Students will complete an activity that asks them to identify specific (publications and/or package designs) based on their formats and layouts. (*analysis, synthesis*)

Individual Learning Activity:

Guided practice:

Students will design several basic layouts using a simple grid through collage techniques. (*application, synthesis*)

Students will design a two page magazine spread based on the grid system of a pre-existing publication of their choice, following the standards established by that publication.

Assessment

Project Grading Rubric based on the following: Craftsmanship, Creativity, Successful Completion, Effort.

Unit IX – Art Criticism

Critical Analysis

Goal 9: The student will understand and utilize appropriate vocabulary in discussing, both written and verbal, their work and the work of others.

Objectives / Cluster Concepts /Cumulative Progress Indicators (CPI's)

The student will be able to:

- 9.1 Identify appropriate vocabulary to explain individual paintings (1.1,1.3, 1.4)
- 9.2 Identify the elements of art and principles of design and apply them to individual paintings (1.3)
- 9.3 Create a written critical analysis of a painting (1.1,1.3,1.4) (English Language Common Core State Standards – W.9-10.1, W.11-12.1. W.9-10.2, W.11-12.2.)

Essential Questions/ Sample Conceptual Understandings

Essential Questions

How do the elements and principles support each other in a final design solution?

How does the critique process help a designer improve their work?

How does the critique process help us to understand and make judgments about an artwork?

Enduring Understandings

Critiques can improve a designer's approach to their work – they see their work through someone else's eyes. Communicating about art can increase technical skill and problem solving abilities.

Instructional Tools / Materials / Technology / Resources / Learning Activities / Interdisciplinary Activities / Assessment Model

Resources:

The Critique Handbook: The Art Student's Sourcebook and Survival Guide , Kendall Buster and Paula Crawford, 2009

Learning Activities:

Distribute guide to critiquing art – discuss model (Describe, Analyze, Interpret, Judge)(*knowledge*)

Class Activity:

Given a collection of images specific to a period of graphic design, groups of students will produce arguments for why their collection has the strongest examples of each period or style of design.(*evaluation, analysis, comprehension*)

Individual activity:

Students will compare and contrast the aesthetic value of a design in the context in which it was created. Students will create a written critical analysis, in paragraph form, using the following guidelines for organization:

- I. Describe
- II. Analyze
- III. Interpret
- IV. Evaluation (*evaluation, analysis, comprehension*)

Differentiation:

The artwork could be student-generated or a masterwork.

The analysis could include cultural or cross-curricular links.

Assessment

How to Critique and Write about Art

The following steps—description, analysis, interpretation and evaluation— are the steps in a formal critique. It is called the Feldman method. It is an established critique method that has been used by students and professionals alike for over 50 years.

Please respond to the following sections in paragraph form, using complete sentences. Use the questions provided as a guide to provide you with information for your paragraphs.

Describe (first paragraph)

This stage is like taking inventory. You want to come up with a list of everything you see in the work. Stick to the facts. Imagine that you are describing the artwork to someone over the telephone.

LIST

Name of artist, title of project, or material used to define the project.

Since this is an in-class critique of another student's work, simply list their name.

For example, "This is a critique of Judy Blume's glass fused final project"

NOTE FIRST IMPRESSION

Make a note of your first spontaneous reaction to the artwork. By the end of the process you may understand your first impression better or you may even change your mind. There are no wrong answers.

Analyze (second paragraph)

Try to figure out what the artist has done to achieve certain effects. You should refer to your first impressions and try to explain how the artwork achieves that reaction.

Q. Use the vocabulary you learned in class. For example, fusing, slumping, jump ring, contrast, positive and negative space, etc.

Q. How are the elements of art (color, shape, line, texture, space, form, value) and the principles of design (balance, contrast, emphasis, movement/rhythm, unity, variety) used in this artwork?

Q. What do you notice about the artist's choice of materials?

Q. What grabs your attention in the work? Refer to your first impression.

Interpret (third paragraph)

Try to figure out what the artwork is about. Your own perspectives, associations and experiences meet with "the evidence" found in the work of art. All art works are about something. Some art works are about color, their subject matter, and social or cultural issues. Some art works are very accessible — that is, relatively easy for the viewer to understand what the artist was doing. Other works are highly intellectual, and might not be as easy for us to readily know what the artist was thinking about.

Q. What is the theme or subject of the work? What mood or emotions does the artwork communicate?

Q. What is the work about; what do you think it means?

Q. Why do you think that artist created this work? (in this case, why did they choose this subject?)

Q. What do you think the artist's view of the world is?

Judgement/Evaluate (fourth paragraph)

This is a culminating and reflecting activity. You need to come to some conclusions about the artwork based on all the information you have gathered and on your interpretations. Evaluate the craftsmanship and technique.

Q. Does the work communicate an idea?

Q. Are you moved by the work?

Q. Have your thoughts or feelings about the artwork changed since your first impression?

If so, how? What made you change your mind?

Q. If not, can you now explain your first reaction to the work?

Q. What have you seen or learned from this work that you might apply to your own art work or your own thinking?

Idea Sketch

After critiquing and evaluating this artwork, create several idea sketches and chose one to illustrate what the student could do to improve their work if they were to recreate it from start to finish. You are essentially resolving any problems with the project by redesigning the piece, keeping what you thought was strong in the piece and changing anything you thought was weak or suggesting another option on how to improve the piece or simply to do it differently. Your sketch must clarify the new direction and label areas where you might suggest using any non-traditional materials. Think about some of the other projects you saw during our class critique for inspiration.

Your sketch must have your name and period in the top left corner on a blank piece of paper. The illustration must be detailed, in color, that would show the visual changes on the entire piece. You may write descriptive words with arrows pointing to your sketch of materials or techniques you would use to help explain your idea. Use colored pencils to add color to your design, and color neatly as if you were going to present your work to the MoMA store catalogue trying to sell your idea to be produced professionally.

Refer to the rubric to determine expectations for 100% grade.

Category	Written Critique Criteria	
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Graded Skills	Design Criteria					
	6	7	8	9	10	
Description	Descriptions are not detailed or complete.	Makes a detailed description of some of the subject matter and/or elements seen in a work.	Makes a detailed description of most of the subject matter and/or elements seen in a work.	Makes a complete and detailed description of the subject matter and/or elements seen in a work.	Detailed description of the subject matter and/or elements seen in a work are above and beyond requirements.	
Analysis	Student has difficulty identifying the dominant elements.	Describes some dominant elements and principles used by the artist, but has difficulty describing how these relate to the meaning or feeling of the artwork.	Accurately describes a couple of dominant elements and principles used by the artist and accurately relates how these are used by the artist to reinforce the theme, meaning, mood, or feeling of the artwork.	Accurately describes several dominant elements or principles used by the artist and accurately relates how they are used by the artist to reinforce the theme, meaning, mood, or feeling of the artwork.	Accurately describes many dominant elements or principles used by the artist and accurately relates how they are used by the artist to reinforce the theme, meaning, mood, or feeling of the artwork.	
Interpretation	Student has difficulty interpreting the meaning of the work.	Student expresses how the work makes him/her feel personally.	Student identifies the literal meaning of the work.	Forms a somewhat reasonable hypothesis about symbolic or metaphorical meaning and is able to support this with evidence from the work.	Forms an incredible hypothesis about symbolic or metaphorical meaning and is able to support this with evidence from the work.	
Evaluation	Evaluates work as good or bad based on personal taste with little to no supporting details.	Tries to use aesthetic criteria to judge artwork, but does not apply the criteria accurately.	Uses 1-2 criteria to judge the artwork.	Uses 3-4 criteria to judge the artwork, such as composition, expression, creativity, design, medium, communication of ideas.	Uses more than 4 criteria to judge the artwork, such as composition, expression, creativity, design, medium, communication of ideas.	
Mechanics and word usage	Grammar, Spelling, word usage is inappropriate; Several errors that severely detract from meaning. Little to no use of elements & principles of design terminology.	Grammar, Spelling, word usage is mostly appropriate; Few errors that do not detract from meaning. Some use of elements & principles of design terminology.	Grammar, Spelling, Word Usage, is appropriate; Little to no errors. Use of elements & principles of design terminology.	Grammar, Spelling, Word Usage, is appropriate; No errors. Good use of elements & principles of design terminology.	Grammar, Spelling, Word Usage, is above expectations; No errors. Incredible use of elements & principles of design terminology.	
	Total					

	6	7	8	9	10
Elements & Principles	Project incomplete or complete but shows no evidence of understanding elements/ principles, no planning	Project complete but shows little evidence of planning or understanding elements/principles	Project shows adequate understanding of elements/principles, evidence of some planning	Project planned carefully, several preliminary sketches, used elements/ principles effectively to create successful composition	Project planned carefully, multiple preliminary sketches, used elements/principles effectively to create strong composition
Creativity & Originality	Project incomplete or finished with no evidence of experimentation, originality or creativity expressed	The student tried an idea but it lacked originality; substituted "symbols" for personal observation; unoriginal or copied.	The student tried 2-3 ideas before selecting one; or based his or her work on someone else's idea; solved the problem in a logical way.	The student explored several choices before selecting one; generating many ideas; tried unusual combinations or changes on several ideas; demonstrated understanding problem solving skills.	The student explored many choices before selecting one; generating multiple ideas; tried unusual combinations or changes on several ideas; demonstrated understanding problem solving skills. Above and beyond expectations.
Effort & Perseverance	Project unfinished or completed only after many prompts/ ideas/physical help & solutions from others	Project finished with minimum effort/met minimum requirements with no extra effort	Project finished with hard work but some details lacking	Project finished with maximum effort.	Project finished with maximum effort, went well beyond requirements
Craftsmanship /Skill	Project finished with no attention to details, quickly thrown together	Project finished but somewhat messy	Project finished with most details, minor flaws present	Project beautifully/ carefully made	Project beautifully/ carefully made, above and beyond expectations
Attitude /Responsibility	Student off task, lack of thought for materials, sought ways to avoid work	Student completed minimal work, often off task	Student worked consistently, assisted with preparation and cleanup	Student worked consistently and enthusiastically toward project, mature behavior	Student worked consistently and enthusiastically toward group goals, mentored others needing help, mature behavior
Total					