

Course Title	Art Production High School AB
Course Abbreviation	ART PRO SH A/ B
Course Code Number	200305/06
Special Notes	
Course Description	<p>The purpose of this course is to provide a balanced visual arts program which guides students to achieve the standards in the visual arts. In Art Production, students are provided with art experiences congruent with the visual communications needs of the school. Through meeting the school needs, opportunities are provided for students to develop individual initiative and responsibility as well as work in design teams. Arts activities require both knowledge of design elements and principles and of the historical and aesthetic traditions of graphic design. Students' may develop portfolios and explore career opportunities.</p>
Instructional Topics	<p>Historical Foundations of Graphic Design Elements of Art Principals of Design Color Theory Lettering Contemporary Technologies in Graphic Design Making Aesthetic Decisions Visual Arts and Multimedia Production Techniques Layout and Design Display and Techniques Portfolio Development and Career Opportunities Careers in the Visual Arts</p> <p>*Topics should be presented in an integrated manner where possible; time spent on each topic is to be based upon the needs of the student, the instructional program, and the scheduling needs of the school.</p>

**California Arts
Standards for Visual
Arts**

Creating-Conceiving and developing new artistic ideas and work.

1. Generate and conceptualize artistic ideas and work.
1.1 Individually or collaboratively formulate new creative problems based on student's existing artwork.

1.2 Choose from a range of materials and methods of traditional and contemporary artistic practices to plan works of art and design.

2. Organize and develop artistic ideas and work.

2.1 Through experimentation, practice, and persistence, demonstrate acquisition of skills and knowledge in a chosen art form.

2.2 Demonstrate awareness of ethical implications of making and distributing creative work.

2.3 Redesign an object, system, place, or design in response to contemporary issues.

3. Refine and complete artistic work.

3 Engage in constructive critique with peers, then reflect on, reengage, revise, and refine works of art and design in response to personal artistic vision.

Presenting- Interpreting and sharing artistic work.

4. Analyze, interpret, and select artistic work for presentation.

4 Analyze, select, and critique personal artwork for a collection or portfolio presentation.

5. Develop and refine artistic work for presentation.

5 Evaluate, select, and apply methods or processes appropriate to display artwork in a specific place.

6. Convey meaning through the presentation of artistic work.

6 Make, explain, and justify connections between artists or artwork and social, cultural, and political history.

Responding-Understanding and evaluating how the arts convey meaning.

7. Perceive and analyze artistic work.

7.1 Recognize and describe personal aesthetic and empathetic responses to the natural world and constructed environments.

7.2 Evaluate the effectiveness of an image or images to influence ideas, feelings, and behaviors of specific audiences.

8. Interpret intent and meaning in artistic work.

8 Identify types of contextual information useful in the process of constructing interpretations of an artwork or collection of works.

9. Apply criteria to evaluate artistic work.

9 Determine the relevance of criteria used by others to evaluate a work of art or collection of works.

	<p>Connecting-Relating artistic ideas and work with personal meaning and external context.</p> <p>10. Synthesize and relate knowledge and personal experiences to make art. 10 Utilize inquiry methods of observation, research, and experimentation to explore unfamiliar subjects through artmaking.</p> <p>11. Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding. 11 Compare uses of art in a variety of societal, cultural, and historical contexts and make connections to uses of art in contemporary, local and global contexts.</p>
Unit 1 Summary	<p>Historical Foundations of Graphic Design <i>In this unit students will explore the historical foundations of Graphic Design.</i></p>
Unit 1 Sample Assignment	<p>Students will analyze and describe graphic design examples from various historical eras and cultures using academic language. Students will develop their own artwork derivative of an era and discuss the purposes of art from major time periods and cultures with the one they created. Students would learn and use a variety of media (traditional and contemporary technologies).</p>
Unit 2 Summary	<p>Elements and Principals of Design <i>In this unit students will learn about the Elements and Principles of Art as they relate to production design. Students will also learn about copyright, counterfeiting, and plagiarism.</i></p>
Unit 2 Sample Assignment	<p>Students will produce a work of art effectively using the elements and principles of design in an original drawing, painting, photography, or other media or emerging technology. Students will be able to articulate their understanding of the elements and principles of design through class discussion and/or critique.</p>
Unit 3 Summary	<p>Color Theory <i>In this unit students will be able to learn about the effects and color trends in graphic design and traditional works of art.</i></p>
Unit 3 Sample Assignment	<p>Students will create one design example and demonstrate the effects of contrasting color palettes through class discussion and critique. Students will be able to use traditional or digital media to produce their artwork.</p>

Unit 4 Summary	<p>Lettering <i>In this unit students will learn about traditional and digital tools to create various lettering styles. Students will learn the importance of using lettering for effect for promotional purposes.</i></p>
Unit 4 Sample Assignment	<p>Students will find a visual communication need of the school and create promotional material. Students will use lettering as a basis for their design. Students will be able to articulate the use of the elements and principles of design through a class critique.</p>
Unit 5 Summary	<p>Production Techniques <i>In this unit students will learn about production techniques using traditional and digital media.</i></p>
Unit 5 Sample Assignment	<p>Students will learn about various production techniques to solve a design challenge that meets a need of a school group or school production. Students will be responsible for delegating responsibilities and articulating final decisions to meet the goals of their design challenge.</p>
Unit 6 Summary	<p>Display Techniques <i>In this unit students will learn about display techniques detail placement as it relates to production design.</i></p>
Unit 6 Sample Assignment	<p>Students will work in teams to create a visual display for a school event promoting a positive school culture. Students will discuss and make choices about using media and materials as they relate to intent and communicate how effectively or ineffectively their idea was executed.</p>
Unit 7 Summary	<p>Careers in the Visual Arts <i>In this unit students will learn and participate in experiences designed to increase their awareness of visual and performing arts related careers in art production.</i></p>
Unit 7 Sample Assignment	<p>Students will research careers in the art production field and create a sample resume for a job application. Students will participate in a mock interview with prepared questions.</p>
Unit 8 Summary	<p>Portfolio Development and Career Opportunities <i>In this unit students develop a portfolio of work samples completed during class.</i></p>

Unit 8 Sample Assignment	Students will develop a portfolio of their work. They will demonstrate his/her personal aesthetic sense through a class presentation.
Course Objectives	<p><i>Student will be able to:</i></p> <ul style="list-style-type: none">● Generate, describe, analyze, discuss, and write about the visual characteristics of works of art and animated images, objects in nature, events, and the environment.● Organize, record, and use the elements of art and principles of design as he or she explores, analyzes, and talks about what he or she sees in the physical world and in what he or she creates.● Refine and complete original artistic works and animated images of increasing complexity and with increased skill.● Analyze, interpret, and select artistic work for presentation and screening.● Develop an understanding of how to solve artistic problems in unique and expressive ways for presentation.● Synthesize and relate methods of art production from a variety of times and places.● Perceive and analyze student’s artistic work and interpret intent and meaning in that work.● Apply criteria to evaluate a variety of works of art and talk about his or her interpretations of the artists' intentions.● Synthesize and relate knowledge and personal experiences.● Relate artistic ideas and works of art with societal, cultural, and historical context to deepen understanding.

<p>Representative Performance Skills</p>	<p><i>In accordance with their individual capacity, students will grow in the ability to:</i></p> <ul style="list-style-type: none"> ● Describe the use of the elements of art and principles of design as they relate to specific arts, styles, and periods of art. ● Communicate his or her perceptions of the world of art and his or her environment, using the elements of art, principles of design, and art vocabulary. ● Produce animated images effectively using the elements of art and principles of design in drawing or other media. ● Demonstrate the ability to synthesize different subjects, themes, images, and visual metaphors in creating original works or art for production. ● Discuss (compare and contrast) the purposes of art from major time periods and cultures. ● Develop chains of reasoning for his or her judgments about works of art for production that link the elements of art and principles of design, expressive characteristics, and technical qualities to the interpretation of meaning. ● Make sound critical judgments about the quality and success of artwork and images based on his or her experiences in and perceptions about the visual art forms. ● Demonstrate an understanding of the varied functions of artists, graphic designers and directors. ● Organize and communicate information, both visual and written, relevant to a display of artwork. ● Research art-related production industry careers.
<p>Cultural/Historical Skills</p>	<p>Understand the historical contributions and cultural dimensions of the visual arts. Students analyze the role and development of the visual arts in past and present cultures throughout the world, noting human diversity as it relates to the visual arts and artists. Students will be able to:</p> <ul style="list-style-type: none"> ● Study graphic images from diverse cultures. ● Produce graphic images and 3 dimensional projects that reflect the student’s heritage, cultural issues in current times.

Supplemental Resources	<u>Computer Applications/Web Tools:</u> Adobe Photoshop Adobe Illustrator https://www.designer.io/en/offers/freegravit/ https://www.vecteezy.com/ https://vectr.com/ https://inkscape.org/ https://www.canva.com/ https://rawtherapee.com/
Resources	