

<b>Planned Course: Graphic Design Solutions</b>	<b>Course Number: AH801T</b>	<b>Department: Fine Arts and Digital Arts</b>	
<b>Unit: Logo/Identity Design</b>	<b>Grade Level: 9-12</b>	<b>Board Approval Date: 08/22/2016</b>	
<b>Estimated Time: 1.5 weeks</b>	<b>Level/Track: Elective</b>		
<b>PA Academic Standards</b>	<b>Core Concepts (in question format)</b> • Skills/Knowledge	<b>Activities/Strategies/Study Skills (identify some activities as remedial or enrichment activities)</b>	<b>Assessments (include types and topics)</b>

<p>9.1.12:</p> <p>A: Know and use the elements and principles of each art form to create works in the arts and humanities</p> <p>B: Recognize, know, use and demonstrate a variety of appropriate arts elements and principles to produce, review, and revise original works in the arts.</p> <p>C: Integrate and apply advanced vocabulary to the arts forms.</p> <p>9.2.12</p> <p>L: Identify, explain and analyze common themes, forms and techniques from works in the arts</p> <p>9.4.12:</p> <p>B: Describe and analyze the effects that works in the arts have on groups, individuals and the culture</p>	<p>► How can you define a series of artworks?</p> <ul style="list-style-type: none"> <li>• Commonalities &amp; Characteristics</li> <li>• Formal, Contextual, Intuitive</li> <li>• Emotional vs. Visual</li> </ul> <p>► What makes a logo effective?</p> <ul style="list-style-type: none"> <li>• Beauty</li> <li>• Creativity</li> <li>• Craftsmanship</li> <li>• Elements &amp; Principles of Design</li> </ul> <p>► Why might logos need to be effective?</p> <ul style="list-style-type: none"> <li>• Impart information</li> <li>• Catch your eye</li> <li>• Brand recognition</li> </ul>	<ul style="list-style-type: none"> <li>• Choose and study a fine artist and his/her artwork</li> <li>• Identify and define the elements &amp; principles of design while looking at a piece of artwork.</li> <li>• List characteristics common throughout the majority of the artists' works utilizing the elements and principles of design where possible.</li> <li>• Decide which type of company will blend the best with your artists' characteristics</li> <li>• Sketch ideas for your logo that integrate your company, its name, and your artist's characteristics</li> <li>• Create this logo on the computer within the appropriate software package</li> <li>• Render several additional versions of this logo</li> <li>• Compare your logos, rank them in order of effectiveness and determine the most effective one.</li> <li>• Deduce and examine the characteristics visible in the finished logos and match them</li> </ul>	<ul style="list-style-type: none"> <li>• Informal assessment regarding class participation level</li> <li>• Informal assessment regarding computer usage</li> <li>• Formally assess students' ability to identify and define the elements &amp; principles of design via a worksheet.</li> <li>• Informal assessment regarding software knowledge retention and skill</li> <li>• Informal assessment of artist acquisition and characteristics list</li> <li>• Formal assessment of sketches</li> <li>• Formal grading of finished project using an assigned rubric</li> <li>• Informal assessment of deductions and examinations made during matching activity.</li> <li>• Formal peer-assessment via a rubric</li> <li>• Written self-evaluation and summary observation of project</li> </ul>
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		to the original artists and their works. <ul style="list-style-type: none"> <li>• Peer-assess work via a rubric</li> <li>• Self-evaluate project in written form</li> </ul>	
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