

<b>Planned Course: Graphic Design Solutions</b>	<b>Course Number: AH801T</b>	<b>Department: Fine Arts and Digital Arts</b>	
<b>Unit: Advertising Design</b>	<b>Grade Level: 9-12</b>	<b>Board Approval Date: 08/22/2016</b>	
<b>Estimated Time: 2.5 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>9.3.12:</p> <p>B: Determine and apply criteria to a person's work and works of others in the arts</p> <p>9.4.12:</p> <p>C: Compare and contrast the attributes of various audiences' environments as they influence individual aesthetic response.</p>	<p>► What makes a good ad?</p> <ul style="list-style-type: none"> <li>• Content and Organization</li> <li>• Creativity</li> <li>• The Hook</li> </ul> <p>► How far do you go when revising work based upon the client/someone else's comments?</p> <ul style="list-style-type: none"> <li>• Integrity</li> <li>• Clarity</li> <li>• Creativity</li> <li>• Elements &amp; Principles of Design</li> </ul> <p>► How/Why will learning how to create good advertisements help you in the future?</p> <p>► Does your background/age influence the choices you make when designing your ads?</p>	<ul style="list-style-type: none"> <li>• Choose an item to photograph and decide how to best arrange it on a wall or table</li> <li>• Use one of the digital cameras to photograph the item</li> <li>• Download the image onto a computer and open into photo manipulation program</li> <li>• Solve any image problems by cleaning up the image (get rid of other logos or unwanted marks)</li> <li>• Import logo created during Logo/Identity unit (or other logo if not using that one)</li> <li>• Observe and repeat procedure to warp logo onto item and reduce opacity as needed</li> <li>• Export the image with a transparent background</li> <li>• Sketch ideas for a newspaper, or magazine advertisement related to your establishment</li> <li>• Place item/image into appropriate page layout software package</li> <li>• Create ad, revise as necessary to achieve personal satisfaction and meet project goals.</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 student photos (with logos) via a rubric</li> <li>• Informal assessment regarding software knowledge retention and skill</li> <li>• Formal assessment of sketches</li> <li>• Formal grading of finished project using an assigned rubric</li> <li>• Informal assessment of peer review activity.</li> <li>• Informal assessment of revisions based upon peer review comments</li> <li>• Written self-evaluation and summary observation of project</li> </ul>
--	---	--	---

<b>Planned Course: Graphic Design Solutions</b>		<b>Course Number: AH801T</b>		<b>Department: Fine Arts and Digital Arts</b>	
<b>Unit: Advertising Design</b>		<b>Grade Level: 9-12</b>		<b>Board Approval Date: 08/22/2016</b>	
<b>Estimated Time: 2.5 weeks</b>		<b>Level/Track: Elective</b>			
<b>PA Academic Standards</b>	<b>Core Concepts (in question format)</b>	<b>Activities/Strategies/Study Skills (identify some activities as remedial or enrichment activities)</b>	<b>Assessments (include types and topics)</b>		

	<ul style="list-style-type: none"> <li>• Skills/Knowledge</li> </ul>	<ul style="list-style-type: none"> <li>• Review each others' work and give written critical comments (both positive and constructive)</li> <li>• Accept or reject comments and utilize those that are accepted while revising your ad.</li> <li>• Print and present ad</li> <li>• Verbally critique ads</li> <li>• Self-evaluate project in written form</li> </ul>			
--	--	---	--	--	--