

**PASSAIC COUNTY TECHNICAL INSTITUTE  
45 Reinhardt Rd.  
Wayne, NJ**

# **Advertising Art and Design I**

**Course # 2082**

**Credits 12.5**

**2018**

## I. Course Description:

The classroom utilized by the students is a learning environment based on the elements of an art studio. This course focuses on creating projects like those created in industry. The characteristics of the projects will focus on graphic design, use of digital imaging and creating a commercial art portfolio through all forms of traditional media. All major projects are assigned for submission with an assigned deadline. The visual design process is essential in successful completion of the students' projects. This process includes: project research, thumbnail sketches, comprehensive sketching or digital composites. In addition to traditional media and digital design tools of computer programs, students will properly handle and use digital cameras, scanners, and other output devices such as printers; and they will be able to use backup storage applicable to their projects. Students will fully understand the requirements of assigned projects; and will complete the projects for submission. They will then keep all process elements together along with a matted composite in their art portfolios for future use. Students will be required to demonstrate ability in all educational projects and assignments.

## II. Units:

<b>Content Area:</b>	<b>ADVERTISING ART &amp; DESIGN 1</b>	<b>Grade(s)</b>	<b>9</b>
<b>Unit Plan Title:</b>	<b>Basic Drawing and Shading with Value</b> <i>This unit will introduce the essential skills, materials and tools needed for basic drawing and shading.</i> <ul style="list-style-type: none"><li>I. Introduction to Drawing (5 days)<ul style="list-style-type: none"><li>a. Free drawing exploration</li><li>b. Introduction to critique and evaluation of work</li><li>c. Introduction to shop materials and mediums</li></ul></li><li>II. Using assigned reference in art (15 days)<ul style="list-style-type: none"><li>a. Using the ruler for measurements</li><li>b. Planning and proportion techniques</li><li>c. Pencil techniques, line work and marking</li></ul></li><li>III. Using value and shading to create form (15 days)<ul style="list-style-type: none"><li>a. Value and tone basics</li></ul></li></ul>		

- b. Understanding contrast and chiaroscuro
  - c. Using Pencil grades/shades
  - d. Using tortillions and smudging
- IV. Choosing Reference and Preparing Reference (5 days)
- a. Computer basics
  - b. Internet image search basics
  - c. Digital imaging/ printing basics
  - d. Careers in visual arts
- V. Creating a portfolio piece (10 days)
- a. Propose ideas based on researched reference
  - b. Create portfolio level art using this unit's skill
  - c. Participate in a group critique of work

**NJSLS/CCTC Standard(s) Addressed**

9.3.12. AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.  
 9.3.12. AR-PRT.2 Demonstrate the production of various print, multimedia or digital media products.  
 9.3.12. AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.

**Essential Questions (3-5)**

1. What skills can be used to improve drawing accuracy?
2. What traditional methods can be used to create value and shading?
3. What programs and technology are used to research and create reference?
4. What types of careers are available in the visual arts?

**Anchor Text(s)**

“How to Draw Lifelike Portraits” by Lee Hammond, 1995, North Light Books ISBN-13: 9780891346357  
 ISBN-10: 089134635X  
 “The New Artist’s Manual”, by Simon Jennings, 2006, Chronicle Books ISBN-13: 9780811851244  
 ISBN-10: 0811851249

**Short & Informational Texts (3-5)**

ARTICLES  
 “hot to draw a value scale”

<https://www.thedrawingsource.com/value-scale.html>

“BECOMING SKILLED IN VALUE DRAWING IS THE SECRET TO MAKING YOUR DRAWINGS POP WITH REALISM.”

<https://www.easy-drawing-lessons.com/value-drawing.html>

“The fundamentals of tonal drawing”

<http://www.robinurton.com/blog/fundamentals-of-tonal-drawing/>

### **Expected Proficiencies/Career and Life Skills**

- Demonstrate ability to plan a drawing by using measurements and proportion
- Demonstrate the ability to use a graphite pencil to create line and shape
- Demonstrate the ability to use a graphite and tortillion to pencil create value and tone
- Navigate the Mac OS interface
- Use digital imaging software to create reference
- Use web to research images
- Output work using printers
- Demonstrate how to use a ruler
- Demonstrate knowledge of traditional mediums
- Demonstrate ability to use proper time management and keep deadlines

### **Formative Assessments**

- Exploratory drawing skill assessment

### **Summative Assessments**

- Drawing with line skill assessment
- Drawing using value skill assessment
- Using ruler for measurement assessment
- Portfolio work assessment
- Open critique

### **Resources (Websites, LMS, Google Classroom, documents, etc.)**

- Canvas LMS

Lynda.com  
 Microsoft PowerPoint  
 Microsoft Word  
 Instructional Videos  
 Wikis  
 Google Drive/Docs/Slides  
 YouTube videos

**Suggested Time Frame**

10 weeks

<b>Content Area:</b>	<b>ADVERTISING ART &amp; DESIGN 1</b>	<b>Grade(s)</b>	<b>9</b>
<b>Unit Plan Title:</b>	<p><b>Introduction to Vector based Art</b>  <i>This unit will cover the basics of how to create digital art using vectors how to apply and alter text with the use of digital imaging applications such as Adobe Illustrator</i></p> <ul style="list-style-type: none"> <li>I. Vector basics using software (Adobe Illustrator) (15 Days)           <ul style="list-style-type: none"> <li>a. Using the pen tool and selection tools</li> <li>b. Using strokes and fills</li> <li>c. Using the pathfinder tool</li> <li>d. Using gradients</li> <li>e. Creating graphics and icons</li> </ul> </li> <li>II. Basic Typography (15 Days)           <ul style="list-style-type: none"> <li>a. Anatomy of type</li> <li>b. Font types and styles</li> </ul> </li> </ul>		

- III. Creating a Logo and Branding  
Digital Illustration (10 days)
  - a. Vector based art assignments

**NJSLS/CCTC Standard(s) Addressed**

- 9.3.12. AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.
- 9.3.12. AR-PRT.2 Demonstrate the production of various print, multimedia or digital media products.
- 9.3.12. AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.

**Essential Questions (3-5)**

1. What is the purpose of vector art?
2. What is the difference between the uses Serif and San serif text?
3. What is the difference between an icon and a symbol?
4. What is the difference between a stroke and fill?

**Anchor Text(s)**

Exploring Typography – Rabinowitz, Delmar Cengage 2006. ISBN-13: 9781285176819  
ISBN-10: 1285176812  
Adobe Illustrator CC, Classroom in a Book – Adobe Press 2018 ISBN-13: 9780134663449  
ISBN-10: 0134663446

**Short & Informational Texts (3-5)**

ARTICLES

“Digital Citizenship is more important than ever.”  
<https://www.iste.org/explore/articleDetail?articleid=535>  
“How to Select an Uninterruptible Power Supply (UPS) for Your Computer.”  
<https://www.howtogeek.com/161479/how-to-select-a-battery-backup-for-your-computer/>  
“Troubleshooting with the Scientific Method.”  
[http://www.inetdaemon.com/tutorials/troubleshooting/scientific\\_method.shtml](http://www.inetdaemon.com/tutorials/troubleshooting/scientific_method.shtml)

**Expected Proficiencies/Career and Life Skills**

- Demonstrate how to use vector-based software to create competent graphics.
- Identify different uses of fonts and type styles

Identify the anatomy of type.  
Identify an icon vs a symbol  
Create thumbnail sketches for presenting ideas

**Formative Assessments**

Basic Vector skills project  
Advanced vector illustration project  
Thumbnail sketch as quiz

**Formative Assessments**

Typography worksheets

**Summative Assessments**

Icon and interface design project  
Logo design project

**Resources (Websites, LMS, Google Classroom, documents, etc.)**

Canvas LMS  
Lynda.com  
Microsoft PowerPoint  
Microsoft Word  
Instructional Videos  
Wikis  
Google Drive/Docs/Slides  
YouTube videos

**Suggested Time Frame**

8 weeks

<b>Content Area:</b>	<b>ADVERTISING ART &amp; DESIGN 1</b>	<b>Grade(s)</b>	<b>9</b>
<b>Unit Plan Title:</b>	<p><b>Using Color and Color theories</b>  <i>This unit will introduce the science, theories and applications of color to traditional and digital art. Students will learn basic to advanced coloring using color pencil and how to choose and mix colors by burnishing.</i></p> <ol style="list-style-type: none"> <li>I. Basic Color Theory (5 days) <ol style="list-style-type: none"> <li>a. The color spectrum</li> <li>b. Primary, secondary and tertiary colors</li> <li>c. Color relationships and scheme <ol style="list-style-type: none"> <li>i. Complimentary</li> <li>ii. Analogous</li> <li>iii. Monochromatic</li> <li>iv. Triadic</li> <li>v. Warm and cool</li> <li>vi. Contrasts</li> </ol> </li> </ol> </li> <li>II. Application of color <ol style="list-style-type: none"> <li>a. Applying and mixing colors <ol style="list-style-type: none"> <li>i. One color transition exercises (3 days)</li> <li>ii. Multiple color transition exercises (3 days)</li> </ol> </li> <li>b. Burnishing exercises (5 days) <ul style="list-style-type: none"> <li>Color in practice and rendering <ol style="list-style-type: none"> <li>i. Rendering an apple (4 days)</li> <li>ii. Inanimate objects and landscape (10-day project)</li> <li>iii. Rendering skin tone in portrait (10-day project)</li> </ol> </li> </ul> </li> </ol> </li> </ol>		
<b>NJSLS/CCTC Standard(s) Addressed</b>			
<p>9.3.12. AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.  9.3.12. AR-PRT.2 Demonstrate the production of various print, multimedia or digital media products.  9.3.12. AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas</p>			
<b>Essential Questions (3-5)</b>			



1. What are primary, tertiary and secondary colors?
2. What is the difference between complimentary colors and analogous color?
3. What methods can be used to create color transitions with color pencil?
4. What is the purpose of an under color when rendering skin tone?

#### **Anchor Text(s)**

“The New Artist’s Manual”, by Simon Jennings, 2006, Chronicle Books ISBN-13: 9780811851244  
ISBN-10: 0811851249

#### **Short & Informational Texts (3-5)**

A Beginners Guide to Burnishing - Carrie L. Lewis, Artist

<https://www.carrie-lewis.com/beginners-guide-to-burnishing/>

Basic color schemes

- Introduction to Color Theory

<http://www.tigercolor.com/color-lab/color-theory/color-theory-intro.htm>

The Ultimate Beginner's Guide to Colored Pencils

<http://www.thecuriouslycreative.com/topics/colored-pencil-beginners-guide/>

#### **Expected Proficiencies/Career and Life Skills**

Identify and implement basic color theory

Application of color and rendering using color pencil

Create transitions with burnishing technique

#### **Formative Assessments**

Daily exercise/ practice of skill

Basic color theory project

Advanced Color application project (landscapes, fruits and flowers)

#### **Summative Assessments**

Daily exercise/ practice of skill

Basic color theory project

Skin tone color application project (portrait)

Group Critique

**Resources (Websites, LMS, Google Classroom, documents, etc.)**

Canvas LMS

Lynda.com

Microsoft PowerPoint

Microsoft Word

Instructional Videos

Wikis

Google Drive/Docs/Slides

YouTube videos

**Suggested Time Frame**

8 weeks

<b>Content Area:</b>	<b>ADVERTISING ART &amp; DESIGN 1</b>	<b>Grade(s)</b>	<b>9</b>
<b>Unit Plan Title:</b>	<b>Pixel Based Software and Photo editing</b> <i>This unit will cover pixel-based art and photo editing software such as but not limited to Adobe Photoshop. Students will learn the power behind pixel-based programs and how to use it to edit photos, create graphics and use multiple lighting effects as well as image filters.</i> I. Pixel art basics using Adobe Photoshop (20 days)  a. Preferences and Settings i. Print vs web resolution ii. Anti-aliasing and image selections b. Using basic tools		

- i. Paintbrush
- ii. Marquee and Selection tools
- iii. Layers and layer effects
- iv. Masking and image isolation
- v. Photo adjustment layers
- vi. Color grading
- vii. Blend modes

II. Photo Retouching Project (10 days)

III. Image assembly Project (10 days)

**NJSLS/CCTC Standard(s) Addressed**

9.3.12. AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.

9.3.12. AR-PRT.2 Demonstrate the production of various print, multimedia or digital media products.

9.3.12. AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas

**Essential Questions (3-5)**

1. What is the difference between a vector and pixels?
2. What is the proper resolution for print?
3. What is the proper resolution for web?
4. How many ways can you make a selection marquee?
5. How does the paint bucket tool fill objects?

**Anchor Text(s)**

Adobe Photoshop - Classroom in A Book C6, CC ISBN-13: 9780134663449  
ISBN-10: 0134663446

**Short & Informational Texts (3-5)**

ARTICLES

“Basics of Photoshop”

<https://www.instructables.com/id/Basics-of-Photoshop/>

“Photoshop Fundamentals”

<https://www.skillshare.com/classes/Basics-of-Photoshop-2013-Fundamentals-for-Beginners/1320270520>

**Expected Proficiencies/Career and Life Skills**

Implement pixel based digital art using software.  
Photo editing  
Assembling and masking images  
Know print and web resolution

**Formative Assessments**

Daily exercise/ practice of skill  
Image assembly project (movie Poster)  
Photo Manipulation  
Group Critique

**Summative Assessments**

Image assembly project (movie Poster)  
Group Critique

**Resources (Websites, LMS, Google Classroom, documents, etc.)**

Canvas LMS  
Lynda.com  
Microsoft PowerPoint  
Microsoft Word  
Instructional Videos  
Wikis  
Google Drive/Docs/Slides  
YouTube videos

**Suggested Time Frame**

8 weeks

### **III. Instructional Strategies:**

- a) Modeling
- b) Hands on demonstration
- c) Graphs and other visuals
- d) Engaging in discussions
- e) Listening and speaking activities
- f) Watching and responding to media
- g) Brainstorming
- h) Revising and editing
- i) Participating in small and large groups
- j) Researching to make connections to texts and classroom discussions
- k) Collaborative projects
- l) Answering questions (oral and written)
- m) Summarizing
- n) Debating
- o) Analyzing texts, discussions, etc.
- p) Peer teaching

#### IV. Scope and sequence:

Key: I. Introduced  
 D. Developed  
 R. Reinforced  
 M. Mastered

Proficiencies				
Identify and handle tools of the trade safely.	I			
Knowledge of basic art supplies	I			
Measure accurately with a standard American ruler.	I			
Recognize the necessity of accuracy in preparing art for print.	I			
Understand the importance of meeting deadlines	I			
Knowledge of the many career opportunities related to ad design.	I			
Create graphite based black and white artwork.	I	D	R	M
Create wax-based color pencil artwork.	I	D	R	M
Prepare thumbnails	I		R	
Use of color copier.	I		R	
Use of basic printer.	I		R	
Basic knowledge of computer.	I	D	R	
Implement the principles of design	I	D		
Implement pixel based digital art using software.	I	D		
Implement vector based digital art using software.	I	D		
Research assignments.	I		R	
Knowledge of setting up research reference files.	I		R	
Knowledge of light and dark values in percentage	I	D	R	
Knowledge of layout and logo design	I	D		
Prepare B/W and color illustration.	I	D	R	M
Mount and mat art work in a professional manner.	I	D	R	
Present of an art portfolio in a professional manner.	I			

## V. Course Textbooks, Instructional Resources & Software:

“How to Draw Lifelike Portraits” by Lee Hammond, 1995, North Light Books ISBN-13: 9780891346357

ISBN-10: 089134635X

“The New Artist’s Manual”, by Simon Jennings, 2006, Chronicle Books ISBN-13: 9780811851244

ISBN-10: 0811851249

Exploring Typography – Rabinowitz, Delmar Cengage 2006. ISBN-13: 9781401815059

ISBN-10: 1401815057

Adobe Illustrator CC, Classroom in a Book – Adobe Press 2018 ISBN-13: 9780134852492

ISBN-10: 0134852494

Adobe Photoshop CC, Classroom in a Book – Adobe Press 2018 ISBN-13: 9780134852485

ISBN-10: 0134852486

Adobe Creative Suite (Photoshop and Illustrator)

Canvas LMS

Lynda.com

Microsoft PowerPoint

Microsoft Word

Instructional Videos

Wikis

Google Drive/Docs/Slides

YouTube videos

## **VI. Student Handout**

### **Course Description:**

Students will utilize a classroom with an environment based on elements of an art studio. This course focuses on foundation skills in traditional art mediums as well as cutting edge creative software. Students will learn basic drawing and theory, mediums and tools, as well as vector and pixel-based art fundamentals. All major projects are assigned for submission by an assigned deadline. The visual design process is essential in successful completion of the students' projects which includes: project research, thumbnail sketches, comprehensive sketching or digital composites. In addition to traditional media and digital design tools on the computer, students will properly use scanners, and various output devices such as printers and backup storage applicable to projects. Students will fully understand the requirements of assigned projects upon submission then keep all process elements together with matted composite in their art portfolios for future use. Students will be required to demonstrate ability in all educational projects and assignments.

### **Expected Proficiencies:**

Identify and handle tools of the trade safely.  
Knowledge of basic art supplies.  
Prepare B/W and color illustration.  
Mount and mat art work in a professional manner.  
Measure accurately with a standard American ruler.  
Recognize the necessity of accuracy in preparing art for print.  
Understand the importance of meeting deadlines.  
Knowledge of the many career opportunities related to ad design.  
Create graphite based black and white artwork  
Create wax-based color pencil artwork  
Prepare thumbnails.  
Use of color copier.  
Use of basic printer.  
Basic knowledge of computer.  
Implement the principles of design  
Implement pixel based digital art using software.  
Implement vector based digital art using software.

Knowledge of setting up research reference files.  
Knowledge of light and dark values in percentage.  
Knowledge of layout and logo design.  
Present of an art portfolio in a professional manner.



Research assignments