

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

Advertising Art and Design II

Course # 1041

Credits 12.5

2018

I. Course Description:

Students will expand knowledge of traditional and digital mediums in a classroom environment based on elements of a cutting-edge art studio. This course focuses on creating professional level pieces with a focus on mixed media, painting, pen and ink, digital painting, vector-based graphics and typographic design. New tools such as digital cameras, drawing tablets and digitizer screens with further expand artistic capabilities. 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 handle and use, scanners, and other 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.

II. Units:

Content Area:	ADVERTISING ART & DESIGN 2	Grade(s)	10
Unit Plan Title:	Conceptual Illustration and Pixel Based Image Composite Assembly <i>This unit will introduce the essential skill of creating reference through manipulating images in photoshop. Students will use these references to create a narrative that tells a story about the subject.</i> I. Using Allegory and metaphor (5 days) a. Sketching Ideas that tell a narrative b. Introduction to image assembly c. Introduction to using symbolic elements II. American Beauty Project- Color Pencil (15 days) a. Creating a narrative matching the project b. Assembling references c. Using a medium to create a style		

- III. Seasonal Exploration: Holiday card- Color Pencil (15 days)
 - a. Researching seasonal symbols
 - b. Manipulation of reference using software
 - c. Adapting a medium to Illustrate the Season

- IV. Creating a DVD jacket using Image Assembly (15days)
 - a. Creating High resolution assemblies to be used in posters
 - b. Using Typography and Character menu to create text elements
 - c. Using blend modes and filters to unify and stylize images

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 are important things to remember when researching images for a subject?
2. What are symbols and narrative elements?
3. What is the importance of lighting and image resolution when attempting an assembly?
4. What programs and techniques can be used to assemble and create reference?

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)

<https://www.digitalartsonline.co.uk/tutorials/photoshop/advanced-compositing-techniques/>
<https://helpx.adobe.com/photoshop/how-to/compositing.html>

Expected Proficiencies/Career and Life Skills

Demonstrate ability to come up with concepts and narratives for illustrations

Demonstrate ability to use Symbols and Imagery
Demonstrate the ability to use a color medium to illustrate a subject
Demonstrate the ability to create value and tone
Demonstrate the ability to create color relationships
Use digital imaging software to create reference
Use web to research images
Output work using printers
Demonstrate knowledge of traditional mediums
Demonstrate ability to use proper time management and keep deadlines

Formative Assessments

Concept sketches and thumbnails

Summative Assessments

Comprehensive Sketch 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

Content Area:	ADVERTISING ART & DESIGN 2	Grade(s)	10
Unit Plan Title:	<p>Introduction to Painting and other Traditional mediums <i>This unit will cover the basics of how to use Paint mediums as well as pen and ink and mixed mediums</i></p> <ul style="list-style-type: none"> I. Into to Acrylic painting (2 Days) <ul style="list-style-type: none"> a. Preparing canvas and gesso boards b. Introduction to brush types and painting methods c. Painting a Still Life (assessment 1) (10 days) d. Seasonal Calendar Painting (10 days) II. Basic Watercolor (5 Days) <ul style="list-style-type: none"> a. Exploratory exercises b. Tube paint vs cake pan c. Gouache and opaque watercolor III. Pen and Ink and mixed media (10 Days) <ul style="list-style-type: none"> a. Intro to inking styles b. Hatching, Line weight and spotting blacks c. Line art assignment Project d. Using ink with other mediums (watercolor, Digital) IV. Master Study: All media (10 days) V. Remedial Medium Practice <ul style="list-style-type: none"> a. Pencil, Color pencil (portraits, landscapes etc) 		
NJSLS/CCTC Standard(s) Addressed			
<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>			

Essential Questions (3-5)

1. What is the best way to prepare for your painting?
2. What is the difference between gouache and watercolor?
3. What is the cross hatch used for?
4. What is the role of line weight?

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)

ARTICLES

<https://www.artistsnetwork.com/art-techniques/what-to-know-when-learning-how-to-paint-with-acrylics/>

<https://artjournalist.com/how-to-paint-with-watercolors/>

<https://www.artistsnetwork.com/art-mediums/drawing/pen-and-ink-hacks/>

Expected Proficiencies/Career and Life Skills

- Identify and handle tools of the trade safely.
- Knowledge of a variety of art supplies.
- Understand the importance of meeting deadlines.
- Create artwork using acrylic paint
- Create camera ready artwork using pen and ink
- Create artwork and solutions for client needs
- Implement the principles of design
- Mount and mat art work in a professional manner.
- Present of an art portfolio in a professional manner.

Formative Assessments

Still Life Assessment painting

Watercolor and gouache exploratory painting

Summative Assessments

Advanced Seasonal Painting
 Pen and Ink Assignment
 Advanced Master Study

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

Content Area:	ADVERTISING ART & DESIGN 2	Grade(s)	10
Unit Plan Title:	<p>3D Graphics and Product Design <i>This unit will introduce 3d vector graphics and vector-based product design and well as the exploration of digital sculpting. Students will be able to create a 3d model using revolve and extrusion tools and well as art mapping to place artwork onto the 3d graphic.</i></p> <ol style="list-style-type: none"> I. 3d Soft drink design <ol style="list-style-type: none"> a. Designing your brand and bottle via sketches (1day) b. Creating your logo and bottle label using vectors (7 days) c. Creating and manipulating a 3d bottle (5days). <ol style="list-style-type: none"> i. Using 3d revolve ii. Using 3d extrusions 		

	<ul style="list-style-type: none"> iii. Manipulating lighting and surface iv. Mapping art to the bottle (2 days) <p>II. Vector based remedial projects</p> <ul style="list-style-type: none"> i. Skill Reinforcement (logos, posters, graphics) <p>III. Digital Sculpting Exploration</p> <ul style="list-style-type: none"> a. 3d sculpting basics <ul style="list-style-type: none"> i. Using mirroring and symmetry ii. Moving the camera iii. Using positive and negative manipulation
<p>9.3.12. AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.</p> <p>9.3.12. AR-PRT.2 Demonstrate the production of various print, multimedia or digital media products.</p> <p>9.3.12. AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas</p>	
<p>Essential Questions (3-5)</p>	
<ol style="list-style-type: none"> 1. What is an extrusion? 2. What is a 3d revolve? 3. What methods can be used to apply artwork to a 3d sculpt. 	
<p>Anchor Text(s)</p>	
<p><u>Adobe Illustrator CC, Classroom in a Book – Adobe Press 2018 ISBN-13: 9780134852492</u></p>	
<p>Short & Informational Texts (3-5)</p>	
<p>https://creativepro.com/build-3d-bottle-photoshop/ https://design.tutsplus.com/tutorials/working-with-3d-objects-and-transparencies-to-make-a-vector-cola-bottle-design--vector-100 https://en.wikipedia.org/wiki/Digital_sculpting</p>	
<p>Expected Proficiencies/Career and Life Skills</p>	
<p>Create basic 3d graphics</p>	

Apply images to 3d graphics Create convincing product designs and labels
Formative Assessments
Thumbnail Sketches Label design Bottle vector creation
Summative Assessments
Final 3d product design 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

Content Area:	ADVERTISING ART & DESIGN 2	Grade(s)	10
Unit Plan Title:	Advanced Pixel Based Illustration methods <i>This unit will cover pixel-based art and software such as but not limited to Adobe Photoshop.</i>		

Students will learn the power behind pixel-based programs and how to use it to create illustrations using styles that simulate paint and other traditional color mediums.

I. Digital Painting in Greyscale (20 days)

- a. Workflow basics
 - i. Adapting Brush characteristics
 - ii. Low opacity painting and erasing
 - iii. Using Tones
 - iv. Marquee and Selection tools
 - v. Layers and layer effects
 - vi. Masking and image isolation
- b. Colorizing greyscale art
 - i. Photo adjustment layers
 - ii. Color grading
 - iii. Blend modes

II. Coloring Digitized Line Art (10 days)

- i. Preparing line art for digital process
- ii. Digital coloring techniques

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 advantage of painting in grey scale?
2. What blend modes are best to add color?
3. How can selection tools speed up the painting process?
4. How can using opacity in your brushes create transitions?

Anchor Text(s)

Adobe Photoshop CC, Classroom in a Book – Adobe Press 2018 ISBN-13: 9780134852485, ISBN-10: 0134852486

Short & Informational Texts (3-5)

<https://blog.123rf.com/paint-in-greyscale/>

<https://design.tutsplus.com/articles/digital-painting-101-the-pros-and-cons-of-painting-in-grayscale--cms-23788>

<http://www.artofscholes.com/checkingvalues>

Expected Proficiencies/Career and Life Skills

Pixel Based Digital painting skills

Preparing Line Art for digital output and printing

Layer based Digital Coloring methods

Formative Assessments

Daily exercise/ practice of skill

Greyscale Painting Project

Group Critique

Summative Assessments

Color Line Art Project

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

10 weeks

Content Area:	ADVERTISING ART & DESIGN 2	Grade(s)	10
Unit Plan Title:	<p>Principals of Design & Identifying Art Movements <i>This unit will cover an introduction to the basic principles of art and design as well as an overview of the different art styles that impact American culture. Students learn how art is dated and what the time periods reflect in the styles of art</i></p> <ul style="list-style-type: none">I. Intro to Art Identification and critique<ul style="list-style-type: none">a. Elements of Art (1 day)<ul style="list-style-type: none">i. color, form, line, shape, space, texture, and valueb. Principles of Design (1 day)<ul style="list-style-type: none">i. balance, rhythm, pattern, emphasis, contrast, unity, variety and movement II. Identifying Art Periods and Movements (10 days)<ul style="list-style-type: none">a. Paleolithicb. Neolithicc. Sumerian to Egyptd. Greek to Romane. Byzantine to Gothicf. Early to High Renaissanceg. Baroque to Rococoh. Romantic to Neoclassici. Realist to Impressionismj. Fauvism to Cubismk. Expressionism to Abstractl. Pop Art to Modern		

	III. Art Identification test
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)	
<ol style="list-style-type: none">5. What are the Principles of design?6. What are the Elements of art?7. What is the difference between Impressionism and expressionism?8. What is the importance of the renaissance?	
Anchor Text(s)	
Prebles' Artforms (9th Edition) Patrick L. Frank ISBN-13: 978-0135141328 ISBN-10: 013514132X	
Short & Informational Texts (3-5)	
https://en.wikipedia.org/wiki/Art_periods https://www.identifythisart.com/timeline-of-art-history/ https://www.dummies.com/education/art-appreciation/art-history-timeline/	
Expected Proficiencies/Career and Life Skills	
<ul style="list-style-type: none">• Identify artistic movements and time periods• Identify various artists• Increase professional knowledge of art industry	
Formative Assessments	
Group discussion Identification exercises Group Critique	
Summative Assessments	
<ul style="list-style-type: none">• Art Identification test	

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
2.5 weeks

IV. Instructional Strategies:

- a) Lecture
- b) Presentations
- c) Graphs and other visuals
- d) Engaging in discussions
- e) Listening and speaking activities
- f) Watching and responding to media
- g) Participating in small and large groups
- h) Researching to make connections to texts and classroom discussions
- i) Answering questions (oral and written)
- j) Summarizing
- k) Debating
- l) Analyzing texts, discussions, etc.
- m) Peer teaching

V. Scope and sequence:

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

Proficiencies				
Identify and handle tools of the trade safely.		D	R	
Knowledge of a variety of art supplies.		D	R	
Implement allegory and symbolism into concepts	I	D		
Understand the importance of meeting deadlines.			R	
Expand knowledge of the many career opportunities related to ad design.			R	
Create artwork using acrylic paint	I	D	R	
Create camera ready artwork using pen and ink	I	D	R	M
Prepare detailed thumbnails.	I	D	R	M
Use of color copiers and printers			R	
Create artwork and solutions for client needs			R	
Advanced knowledge of pixel-based design software.			R	
Implement the principles of design		D	R	
Implement digital painting techniques.	I	D	R	
Master use of digitizer and stylus	I	D	R	M
Implement 3D graphics and map art.	I	D	R	M
Identify artistic movements and time periods	I	D	R	
Identify various artists	I	D	R	
Carry out a motif or theme in a series of artworks	I	D	R	
Knowledge of layout package design.	I	D	R	
Prepare and optimize artwork for digital environment	I	D	R	
Mount and mat art work in a professional manner.	I	D	R	
Present of an art portfolio in a professional manner.	I	D	R	

VI. Course Textbooks, Instructional Resources & Software:

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

Prebles' Artforms (9th Edition) Patrick L. Frank
ISBN-13: 978-0135141328 ISBN-10: 013514132X

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

VII. Student Handout

Course Description:

Students will expand knowledge of traditional and digital mediums in a classroom environment based on elements of a cutting-edge art studio. This course focuses on creating professional level pieces with a focus on mixed media, painting, pen and ink, digital painting, vector-based graphics and typographic design. New tools such as digital cameras, drawing tablets and digitizer screens with further expand artistic capabilities. 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 handle and use, scanners, and other 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 a variety of art supplies.
- Implement allegory and symbolism into concepts
- Understand the importance of meeting deadlines.
- Expand knowledge of the many career opportunities related to ad design.
- Create artwork using acrylic paint
- Create camera ready artwork using pen and ink
- Prepare detailed thumbnails.
- Use of color copiers and printers
- Create artwork and solutions for client needs
- Advanced knowledge of pixel-based design software.
- Implement the principles of design
- Implement digital painting techniques.
- Master use of digitizer and stylus
- Implement 3D graphics and map art.
- Identify artistic movements and time periods
- Identify various artists
- Carry out a motif or theme in a series of artworks
- Knowledge of layout package design.
- Prepare and optimize artwork for digital environment

- Mount and mat art work in a professional manner.
- Present of an art portfolio in a professional manner.