

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

Advertising Art and Design IV

Course # 1043

Credits 17.5

2018

I. Course Description:

Students will combine and master skills from previous courses in order to create a professional level portfolio. This course focuses on creating show pieces to be used in interviews for professional work, art exhibitions and admission requirements for secondary education and art colleges. 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. Tools such as digital cameras, drawing tablets, 3d printers and digitizer screens with further expand artistic capabilities. This 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.

Students will also have to be trained and tested to meet the Adobe Certification standards. Upon receiving a score of 700 or above, students will be certified in the discipline of Adobe Photoshop and meet professional level standards in that software.

II. Units:

Content Area:	ADVERTISING ART & DESIGN 4	Grade(s)	12
Unit Plan Title:	All Media Portfolio Studio <i>This unit will explore illustration methods and styles as well as introducing new techniques and media. Methods such as Conceptual illustration and Mixing mediums will increase the scope of themes and subject matter in art produced. Reinforcement and expansion of learned skills such as digital painting and traditional painting is also included.</i>		

- I. Artistic Influences (10 days)
 - a. Encourage abstract thinking
 - b. Problem solving
 - c. Communicate knowledge of artistic styles

- II. Personal Statement (10 days)
 - a. Develop skill in creating a narrative
 - b. Explore advanced/complex subject matter

- III. Ink Stipple or Marker (10 days)
 - a. Using Ink to render forms
 - b. Using marker to provide color and depth

- IV. Triptych (10 days)
 - a. Create a multi piece artwork
 - b. Explore advanced compositions

- V. Historic/Mythic Portrait (10 days)
 - a. Assemble a reference
 - b. Create a narrative based on research

- VI. Character Design (10 days)
 - a. Research elements
 - b. Design realism
 - c. Adapt a cohesive style

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)

How can an artist use multiple inspirations in a piece?
What principles are used to create complex compositions?
How is a personal message conveyed through an image?

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://en.wikipedia.org/wiki/Composition_\(visual_arts\)](https://en.wikipedia.org/wiki/Composition_(visual_arts))
<https://conceptartempire.com/what-is-composition/>
<https://lucasmuseum.org/about/what-is-narrative-art>

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
12 weeks

Content Area:	ADVERTISING ART & DESIGN 4	Grade(s)	12
Unit Plan Title:	Adobe Certification training <i>This unit will cover the Adobe Photoshop Certification test. All students will have to prepare for the certification exam by reviewing all possible categories of Photoshop knowledge.</i>		

I. Written test question and multiple choice (10 Days)

- a. Toolbar and menu review
- b. Smart objects and Masking
- c. Importing and exporting files
- d. flashcards
- e. quizzlet

II. Live testing (10 Days)

- a. Group testing
- b. Demonstration

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

9.3.12. AR-P RT.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)

What is a smart object?

What is a filter?

What is a layer effect?

How many types of masks can be used in Photoshop?

Anchor Text(s)

Adobe Photoshop CC, Classroom in a Book – Adobe Press 2018

ISBN-13: 9780134852485 ISBN-10: 0134852486

Short & Informational Texts (3-5)

ARTICLES

<https://edex.adobe.com/aca/prep>

<https://certiport.pearsonvue.com/Certifications/Adobe/ACA/Practice.aspx>

<https://acatestprep.com/>

Expected Proficiencies/Career and Life Skills

- Advanced knowledge of pixel-based design software.

Formative Assessments

Group drills

Live testing

Summative Assessments

Adobe Certification 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

4 weeks

Content Area:	ADVERTISING ART & DESIGN 4	Grade(s)	12
Unit Plan Title:	3D Sculpting and Printing		

This unit will introduce 3d graphics and 3d Printing as well as the exploration of digital sculpting. Students will be able to create a 3d model using 3d sculpting software.

- I. Intro to Zbrush or 3d Sculpting apps (15 days)
 - a. Building wireframes and polygons
 - b. Using the tools
 - i. Moving the camera
 - ii. Manipulating lighting and surface

- II. 3d printing Workshop (15 days)
 - a. Importing & exporting files
 - b. Setting up your model on the print area
 - i. Using scaling and positioning
 - ii. Editing or cutting your model
 - iii. Setting print parameters
 - iv. Setting filament thickness
 - v. Supports

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)

What is a polygon?

How many ways can you create a polygon?

What is the best way to fill your print?

Anchor Text(s)

3dtotal.com - Digital Painting Techniques: Practical Techniques of Digital Art Masters 1st Edition
ISBN-13: 9781909414761 ISBN-10: 190941476X

Short & Informational Texts (3-5)

https://support.makerbot.com/learn/makerbot-replicator/getting-started/how-to-print_10252

<https://pixologic.com/zclassroom/>

https://en.wikipedia.org/wiki/Digital_sculpting

Expected Proficiencies/Career and Life Skills

Create basic 3d graphics

Apply images to 3d graphics

Output good quality printed sculptures and objects

Formative Assessments

Thumbnail Sketches

3d object design exercises

Sample prints

Summative Assessments

Final 3d sculpt

Final 3d print

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

6 weeks

Content Area:	ADVERTISING ART & DESIGN 4	Grade(s)	12
Unit Plan Title:	<p>Digital Imaging and photography <i>This unit will introduce the process of digital photography. It will cover uses of the various shooting modes, shutter speed, ISO, and aperture. Lighting and digital processing will also be covered. This unit will give students the basic fundamentals of photographing reference, assets or creating a work of art in photography.</i></p> <p>I. Digital Photography (10 days)</p> <ul style="list-style-type: none">a. Camera settings<ul style="list-style-type: none">i. ISOii. Apertureiii. Shutter speediv. Shooting modesb. Lenses<ul style="list-style-type: none">i. Zoomii. wideiii. primeiv. telephotoc. Lighting<ul style="list-style-type: none">i. Using flash		

- ii. Using studio lights
- d. Retouching and optimizing images
 - i. Level Adjustments
 - ii. Photo filters

II. Using digital photo assets (10 days)

- a. Image editing in Photoshop
- b. Isolating images/ masks

III. Photography projects (10 days)

- a. Posters
- b. Asset creation/ product shots

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)

- What is the advantage of using proper ISO?
- How can lighting change a subject?
- How can Lenses change a subject?

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://artofvisuals.com/the-basics-of-photography-introduction-to-photography-tutorials/>
<https://lifelife.com/basics-of-photoshop-color-correction-touch-ups-and-e-5753621>
<https://www.colesclassroom.com/learning-the-basics-of-studio-photography-lighting/>

Expected Proficiencies/Career and Life Skills

Basic Photography
Photo retouch
Asset creation

Formative Assessments

Daily exercise/ practice
Exploration of equipment
Group exercises

Summative Assessments

Poster creation
Asset creation

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

6 weeks

Content Area:	ADVERTISING ART & DESIGN 4	Grade(s)	12
Unit Plan Title:	<p>Online Portfolio Creation and websites <i>This unit will cover an introduction to creating an online portfolio, social media presence and how to protect your art online by watermarking.</i></p> <ul style="list-style-type: none"> I. Creating your online portfolio (5 days) <ul style="list-style-type: none"> a. Pre-built websites: <ul style="list-style-type: none"> i. Wix, squarespace, wordpress (or comparable sites) b. Social media <ul style="list-style-type: none"> i. Instagram, Behance, Deviantart and Facebook (or comparable sites) II. Creating optimized graphics for web (5 days) <ul style="list-style-type: none"> a. Watermarking b. High res and low-res file optimization 		
<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)			
<p>How will you display your work online? What sites offer the most protection for artists? What is a watermark? What is the best resolution for online files?</p>			
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://www.themuse.com/advice/4-secrets-to-building-a-portfolio-thatll-make-everyone-want-to-hire-you>

https://en.wikipedia.org/wiki/Elements_of_art

<https://www.usability.gov/what-and-why/visual-design.html>

Expected Proficiencies/Career and Life Skills

Knowledge of portfolio sites
Knowledge of Social media portfolio
Knowledge and use of watermarks

Formative Assessments

Group discussion
Design exercises
Group Critique

Summative Assessments

Portfolio 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
2 weeks

III. Instructional Strategies:

- a) Lecture
- b) Modeling and demonstration
- c) Presentations, Graphics 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

IV. Scope and sequence:

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

Proficiencies				
Create artwork using acrylic paint		D	R	M
Create artwork using watercolor methods		D	R	M
Prepare detailed thumbnails.		D	R	
Use of color copiers and printers		D	R	
Create artwork and solutions for client needs			R	M
Advanced knowledge of pixel-based design software.	I	D	R	M
Implement the principles of design		D	R	M
Implement digital painting techniques.		D	R	M
Master use of digitizer and stylus.			R	M
Implement 3D graphics			R	
Implement digital photography	I	D	R	
Create online portfolio and social media		D	R	
Identify various art influences	I	D	R	
Knowledge of layout		D	R	
Create 3d sculptures with graphics		D	R	M
Print/output 3d graphics into sculpture		D	R	M
Mount and mat art work in a professional manner.		D	R	M
Present of an art portfolio in a professional manner.	I	D	R	M
Create artwork using acrylic paint		D	R	M
Create artwork using watercolor methods		D	R	M
Prepare detailed thumbnails.		D	R	M
Use of color copiers and printers		D	R	M

Create artwork and solutions for client needs		D	R	M
Advanced knowledge of pixel-based design software.		D	R	M

V. Course Textbooks, Instructional Resources & Software:

Drawing the Head and Hands Author: Andrew Loomis
 ISBN-13: 9780857680976 ISBN-10: 0857680978

Andrew Loomis - Figure Drawing - For All It's Worth
 ISBN-13: 9780857680983 ISBN-10: 0857680986

Pat Quinn - Pat Quinn's Basic Perspective for Comics & Illustration
 ISBN-13: 9781888429183 ISBN-10: 1888429186

“How to Draw Lifelike Portraits” by Lee Hammond, 1995, North Light Books
 ISBN-13: 9780891346357 ISBN-10: 089134635X

Joe Cartwright - Mastering Watercolors a Practical Guide
 ISBN-13: 9781507770184 ISBN-10: 1507770189

James Craig - Designing with Type
 ISBN-13: 9780823014132 ISBN-10: 0823014134

3dtotal.com - Digital Painting Techniques: Practical Techniques of Digital Art Masters 1st Edition
 ISBN-13: 9781909414761 ISBN-10: 190941476X

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 InDesign - Classroom in A Book CS5, CC – Adobe press 2018

ISBN-13: 9780134852508 ISBN-10: 0134852508 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:

Each student is expected to successfully complete the course proficiencies that relate to the following topics of Advertising Art and Design 3. This is the concluding year of a 3-year course. Advertising Art and Design III will reinforce areas covered in 1 & 2 and also introduce new concepts and media. 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 mixed media, traditional painting, digital painting, vector-based graphics, 3D graphics, Animation, 3D printing and typographic design. 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:

- Create artwork using acrylic paint
- Create artwork using watercolor methods
- 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
- Implement digital photography
- Create online portfolio and social media
- Identify various art influences
- Knowledge of layout
- Create 3d sculptures with graphics
- Print/output 3d graphics into sculpture
- Mount and mat art work in a professional manner.
- Present of an art portfolio in a professional manner.
- Create artwork using acrylic paint
- Create artwork using watercolor methods
- Prepare detailed thumbnails.
- Use of color copiers and printers
- Create artwork and solutions for client needs
- Advanced knowledge of pixel-based design software.

