

Advertising and Design 1A

Instructor: Mr. C. Robles

Room: 504

Conference period: 1st

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Syllabus

Welcome to the new semester at South Gate High School!

This is a full-year visual art class that satisfies the fine art requirement for graduation from high school and the entrance requirement for the University of California and the California State University.

In this class, you will learn about the art elements and design principles and how they make art possible. You will also become proficient in the California visual art standards. Skills you will acquire include complex problem solving and critical thinking. You will develop your own creativity and the ability to make beautiful images.

The Art Department has established four of the California Visual Arts Standards as **"Power Standards"** for **Media Arts**, and will be addressing these standards in particular in the units below. The **Power Standards** are:

- **1.2** Compare and contrast digital media with previous forms of media.
- **2.1** Create original media art works that demonstrate clarity of intent in conveying an idea, story, or emotion.
- **2.3** Use innovative digital processes to produce increasingly complex media art works.
- **4.2** Demonstrate purpose in applying media arts principles in media art works.

Below is a general timeline for the course:

Weeks	Unit Title and general skills	V. A. Standards
1-2	Introduction to Design (history, tools, and technology. Intro to elements and principles of Design. IMac operating system, Introduction to Advertising and design	2.1, 2.6
3-4	Line, Texture, Value, form, space, time and size Principles: unity, Balance, rhythm and emphasis,	2.1, 2.6, 4.1
5	Color theory: associations, culture, symbolism physiological, and social.	2.1, 2.3, 2.6, 4.1
6	Digital Dark room (digital photography, photoshop)	2.1, 2.6
7	Create logo and Agency identity. Letterhead	2.1, 2.6
8	Typography (lettering and fonts)	2.1, 2.3, 2.6, 4.1
9	digital self-portrait	2.1, 2.3, 2.6, 4.1
10	page layout and page design	2.1, 2.3, 2.6, 4.1
11	Movie and Ad posters	2.1, 2.3, 4.1
12	Digital landscapes and social art	2.1, 2.3, 2.6, 4.1
13	Poster (Public Service Announcement and Product)	2.1, 2.3, 2.6, 4.1
14	video art, installation and projections	2.1, 2.3, 2.6, 4.1
15	Web design and the internet	2.1, 2.3, 2.6, 4.1
16	Story board idea for PSA and Commercial	2.1, 2.3, 2.6, 4.1
17	PSA and Television Commercial	2.1, 2.3, 2.6, 4.1
18	Final	2.1, 2.3, 2.6, 4.1

This schedule is flexible according to the instructional needs of each class and student. Some units may take more or less time, depending on the pace of student learning.

Through the projects above, you will develop skills and dialogue in art that will empower you to create a body of work which expresses your skills, creativity, and point of view.

It is my promise as your teacher that if you participate fully in the activities, discussions, exercises, and assignments, you will develop skills in graphic design beyond what you think is possible.

Assignments and Scoring:

Each 3-week unit contains nine assignments worth 10 points each. These project grades total 540 points. The final critique will be 100 points, for a possible total of 640 points.

A (9-10 points)

Superior achievement of standards. Work shows a high level of critical thinking and problem-solving. Shows a high level of creativity and craftsmanship.

B (8 points)

Above average achievement of standards. Work shows critical thinking and problem-solving. Shows craftsmanship in projects, but less creativity than an "A."

C (7 points)

Average achievement of standards. Work shows some critical thinking and limited problem-solving. Shows adequate craftsmanship with little creativity.

D (6 points))

Below average achievement of standards. Work shows little critical thinking and problem-solving. Inadequate craftsmanship and virtually no creativity.

F (3-5 points)

Does not meet standards. Points are earned for making a nominal effort which may have little connection to the assigned project.

Zero (0 points)

Assignment is not attempted.

Grading Scale:

A: 576 – 640 points (90-100%)

B: 512 – 575 points (80-89%)

C: 448 – 511 points (70-79%)

D: 384 – 447 points (60-69%)

Fail: 383 or fewer points (59% and below)

Materials: Black ink Pen and No. 2 Pencil.

Behavior:

Since this is a studio art class, students are expected to work with potentially messy substances and supplies. This will require a high level of maturity and cooperation. If a student wastes supplies or damages equipment, they will be held accountable for replacing it. If a student behaves in a disruptive or unsafe manner, s/he will not be allowed to use these materials. Students are responsible for:

- Maintaining a clean and orderly classroom
- Conserving materials and supplies.
- Caring for and keeping their work in the assigned location.
- Complying with teacher requests regarding cleaning the classroom
- Behaving in a safe, courteous way which enables learning for all students.
- Treating all others with respect and cooperation.
- Respecting equipment and computers.
- Using no cell phones and Ipods in class.

In addition, all policies of South Gate High School and the LAUSD must be followed in the class.

I _____ and my parents _____ have read and
student signature Parent signature

fully understand the information in this document and the expectations for this class.