



**SPRING GROVE AREA SCHOOL DISTRICT**

**PLANNED COURSE OVERVIEW**



<b>Course Title:</b> Digital Art and Design <b>Grade Level(s):</b> 10-12 <b>Units of Credit:</b> .5 <b>Classification:</b> Elective	<b>Length of Course:</b> 15 cycles <b>Periods Per Cycle:</b> 6 <b>Length of Period:</b> 43 minutes <b>Total Instructional Time:</b> 64.5 hours
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***Course Description***

This class is designed to instruct students on the basic elements and principles of design that will assist them in creating successful layouts, designs, and artwork for print and digital media. Instruction and application of Adobe Illustrator, or other graphic design/layout software, will allow students to gain real-world experience in the fields of graphic design, product marketing, desktop publishing, and vector illustration.

***Instructional Strategies, Learning Practices, Activities, and Experiences***

Critical Thinking Best Practices Strategies Bell Ringers	Guided Practice Flexible Groups Teacher Demonstration	Class Discussion Posted Objectives and Agenda Listening Examples
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***Assessments***

In-Class Projects Critiques	Tutorials and Exercises	Bell-Ringers
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***Materials/Resources***

Adobe Suite	iPads/Computer/Internet	
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**Adopted:** 5/21/18

**Revised:**

Careers in Digital Art and Design	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Careers in Digital Art and Design Vector Art in the Design Industry</p>	<p>The students will learn what careers apply to the field of graphic design and vector illustration. The students will learn how vector-based art and design is utilized in various industries. The students will create projects that apply to specific careers in the design field.</p> <p><b>Vocabulary:</b> graphic designer, illustrator, typographer, web designer, animator, advertising/marketing, game designer, user experience (UX) designer</p> <p><b>Standards:</b>  <b>9.1.12.C</b> ~ Integrate and apply advanced vocabulary to the arts forms.  <b>9.1.12.D</b> ~ Demonstrate specific styles in combination through the production or performance of a unique work of art.  <b>9.1.12.J</b> ~ Analyze and evaluate the use of traditional and contemporary technologies for producing, performing, and exhibiting works in the arts or the works of others.  <b>9.3.12.C</b> ~ Apply systems of classification for interpreting works in the arts and forming a critical response.  <b>9.4.12.B</b> ~ Describe and analyze the effects that works in the arts have on groups, individuals, and the culture.</p>

<p>Typography</p>	
<p><b>CONTENT/KEY CONCEPTS</b></p>	<p><b>OBJECTIVES/STANDARDS</b></p>
<p>History of Typography Anatomy of Type Designing with Type</p>	<p>The students will explore trends in typography throughout the history of modern design. The students will gain knowledge on what typography is and how fonts are designed. The students will explore expressive ways of working with text. The students will learn ways of working with text in vector-based and related programs.</p> <p><b>Vocabulary:</b> typography, font, serif, sans serif, baseline, capline, descender, kerning, leading, tracking</p> <p><b>Standards:</b>  <b>9.1.12 A</b> ~ Know and use the elements and principles of each art form to create works in the arts and humanities.  <b>9.1.12.C</b> ~ Integrate and apply advanced vocabulary to the arts forms.  <b>9.1.12.E</b> ~ Delineate a unifying theme through the production of a work of art that reflects skills in media processes and techniques.  <b>9.1.12.K</b> ~ Analyze and evaluate the use of traditional and contemporary technologies in furthering knowledge and understanding in the humanities.  <b>9.2.12 C</b> ~ Relate works in the arts to varying styles and genre and to the periods in which they were created.  <b>9.2.12 E</b> ~ Analyze how historical events and culture impact forms, techniques, and purposes of works in the arts.  <b>9.2.12.L</b> ~ Identify, explain, and analyze common themes, forms, and techniques from works in the arts.</p>

Design Process	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Steps of the Design Process Working with Clients</p>	<p>The students will learn the process of working with a client in the graphic design field. The students will gain knowledge of the process involved in graphic design. The students will apply the steps of the design process to create design-based artworks, which might include, but are not limited to; advertisements, logos, and package design.</p> <p><b>Vocabulary:</b> client brief, research, thumbnail sketches, conceptualizing, revising, presenting</p> <p><b>Standards:</b>  <b>9.1.12.A</b> ~ Know and use the elements and principles of each art form to create works in the arts and humanities.  <b>9.1.12.B</b> ~ Recognize, know, use and demonstrate a variety of appropriate arts elements and principles to produce, review and revise original works in the arts.  <b>9.1.12.C</b> ~ Integrate and apply advanced vocabulary to the arts forms.  <b>9.1.12.E</b> ~ Delineate a unifying theme through the production of a work of art that reflects skills in media processes and techniques.  <b>9.1.12 G</b> ~ Analyze the effect of rehearsal and practice sessions.  <b>9.1.12 J</b> ~ Analyze and evaluate the use of traditional and contemporary technologies for producing, performing and exhibiting works in the arts or the works of others.  <b>9.3.12 A</b> ~ Explain and apply the critical examination processes of works in the arts and humanities.</p>

<b>Vector-Based Software</b>	
<b>CONTENT/KEY CONCEPTS</b>	<b>OBJECTIVES/STANDARDS</b>
<p>Program Interface                      Program Tools/Functions                      Creating Vector-Based Art</p>	<p>The students will gain knowledge of widely used vector-based programs, such as Adobe Illustrator and/or related software.</p> <p>The students will gain knowledge of the basic Illustrator interface.</p> <p>The students will learn how to use a variety of basic Illustrator tools, such as those used for drawing and writing within the program. Tools might include, but are not limited to, pen tool, pathfinder, swatches, gradients, and text functions.</p> <p>The students will learn how to work with Illustrator in combination with other programs.</p> <p>The students will create illustration/graphic design projects that showcase their abilities in Illustrator and/or related programs. Examples of such projects might include, but are not limited to logo design, print media, package design, web based media.</p> <p>The students will create projects that build off of current trends and styles as seen by contemporary Illustrators/Graphic Designers.</p> <p><b>Vocabulary:</b>                      vector, vector-based art, interface</p> <p><b>Standards:</b>                      9.1.12.A ~ Know and use the elements and principles of each art form to create works in the arts and humanities.                      9.1.12.B ~ Recognize, know, use and demonstrate a variety of appropriate arts elements and principles to produce, review and revise original works in the arts.                      9.1.12.C ~ Integrate and apply advanced vocabulary to the arts forms.                      9.1.12.D ~ Demonstrate specific styles in combination through the production or performance of a unique work of art.                      9.1.12.E ~ Delineate a unifying theme through the production of a work of art that reflects skills in media processes and techniques.                      9.1.12.J ~ Analyze and evaluate the use of traditional and contemporary technologies for producing, performing and exhibiting works in the arts or the works of others.                      9.1.12.K ~ Analyze and evaluate the use of traditional and contemporary technologies in furthering knowledge and understanding in the humanities.</p>

<b>Elements and Principles of Design</b>	
<b>CONTENT/KEY CONCEPTS</b>	<b>OBJECTIVES/STANDARDS</b>
<p>Elements of Design Principles of Design</p>	<p>The students will gain knowledge of the elements of design. The students will gain knowledge of the principles of design. The students will apply the elements and principles to vector-based artwork.</p> <p><b>Vocabulary:</b> alignment, proximity, unity, contrast, balance, emphasis, movement, variety, color, line</p> <p><b>Standards:</b>  <b>9.1.11.A</b> ~ Know and use the elements and principles of each art form to create works in the arts and humanities.  <b>9.1.11.B</b> ~ Recognize, know, use, and demonstrate a variety of appropriate arts elements and principles to produce, review, and revise original works in the arts.  <b>9.1.11.C</b> ~ Integrate and apply advanced vocabulary to the arts forms.  <b>9.1.11.D</b> ~ Demonstrate specific styles in combination through the production or performance of a unique work of art.  <b>9.1.11.E</b> ~ Delineate a unifying theme through the production of a work of art that reflects skills in media processes and techniques.  <b>9.1.11.F</b> ~ Analyze works of arts influenced by experiences or historical and cultural events through production, performance, or exhibition.  <b>9.1.11.J</b> ~ Analyze and evaluate the use of traditional and contemporary technologies for producing, performing, and exhibiting works in the arts or the works of others.  <b>9.1.11.K</b> ~ Analyze and evaluate the use of traditional and contemporary technologies in furthering knowledge and understanding in the humanities.</p>