

# Commercial Art

1270

Month	Strands (include state core numbers)	Standards	Assessment
<b>Qtr. 1</b>			
<b>Aug-Sep.</b>	<b>Strand 6</b> Students will be able to understand and demonstrate basic design principles.	<b>Standard 1</b> Demonstrate an ability to recognize, utilize, and communicate with the elements of design.	<ul style="list-style-type: none"> <li>-Create own Font</li> <li>-Color and shape Tutorial</li> <li>-Type Tutorial</li> <li>-Pen Tool Tutorial</li> </ul>
	<b>Strand 5</b> Students will be able to understand and demonstrate proper color techniques.	<b>Standard 2</b> Demonstrate an advanced knowledge of color organization and the color wheel.	
	<b>Strand 4</b> Students will be able to understand and demonstrate proper typography techniques.	<b>Standard 1</b> Identify and correctly use type from the six different type families.  <b>Standard 2</b> Know and use the measuring units and vocabulary of typography.	
	<b>Strand 3</b> Students will be able to understand and demonstrate proper drawing techniques.	<b>Standard 1</b> Use strategies to measure correct proportional relationships between paper and objects being drawn.	
<b>October</b>	<b>Strand 6</b> Students will be able to understand and demonstrate basic design principles.	<b>Standard 1</b> Demonstrate an ability to recognize, utilize, and communicate with the elements of design.  <b>Standard 2</b> Demonstrate an ability to recognize and utilize, communicate with the principles of design.	<ul style="list-style-type: none"> <li>-Pathfinder Tutorial</li> <li>-Symbols Project</li> </ul>

**Qtr. 2**

S P A R T I A N S

Qtr. 2			
November	<b>Strand 2</b> Students will be able to understand brainstorming and its purpose in the creative process.	<b>Standard 2</b> Brainstorm ideas and explore composition through the use of thumbnail sketches.	-Personal Logo Project -Vector Self Portrait
	<b>Strand 3</b> Students will be able to understand and demonstrate proper drawing techniques.	<b>Standard 2</b> Demonstrate expertise in drawing objects from observation.	
	<b>Strand 5</b> Students will be able to understand and demonstrate proper color techniques.	<b>Standard 4</b> Demonstrate a working knowledge of values and use them in project work.	
December	<b>Strand 5</b> Students will be able to understand and demonstrate proper color techniques.	<b>Standard 4</b> Demonstrate a working knowledge of values and use them in project work.	-Vector Self Portrait (cont.)
January	<b>Strand 1</b> Students will be able to understand commercial art orientation and job standards.	<b>Standard 1</b> Demonstrate knowledge about the various kinds of jobs in the commercial art field and focus on local vocational opportunities.	-Exam Review
	<b>Strand 8</b> Students will be able to understand and practice copyright laws, ethics and legal issues dealing with photography as identified in United States Code Title 17 Chapter 1 Section 101.	<b>Standard 1</b> Define copyright and know how to copyright your work with the Library of Congress, Copyrights Office.	
	<b>Strand 9</b> Students will understand the importance of career readiness skills as it relates to the workplace and outlined in the SkillsUSA Framework – Level 1.	<b>Standard 3</b> Plan for your future career.	
Qtr. 3			

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Jan-Feb.	<b>Strand 6</b> Students will be able to understand and demonstrate basic design principles.	<b>Standard 1</b> Demonstrate an ability to recognize, utilize, and communicate with the elements of design.	-Create own Font -Color and shape Tutorial -Type Tutorial
	<b>Strand 5</b> Students will be able to understand and demonstrate proper color techniques.	<b>Standard 2</b> Demonstrate an advanced knowledge of color organization and the color wheel.	
	<b>Strand 4</b> Students will be able to understand and demonstrate proper typography techniques.	<b>Standard 1</b> Identify and correctly use type from the six different type families.  <b>Standard 2</b> Know and use the measuring units and vocabulary of typography.	
March	<b>Strand 3</b> Students will be able to understand and demonstrate proper drawing techniques.	<b>Standard 1</b> Use strategies to measure correct proportional relationships between paper and objects being drawn.	-Pen Tool Tutorial -Pathfinder Tutorial
	<b>Strand 6</b> Students will be able to understand and demonstrate basic design principles.	<b>Standard 1</b> Demonstrate an ability to recognize, utilize, and communicate with the elements of design.  <b>Standard 2</b> Demonstrate an ability to recognize and utilize, communicate with the principles of design.	
Qtr. 4			
April	<b>Strand 6</b> Students will be able to understand and demonstrate basic design principles.	<b>Standard 1</b> Demonstrate an ability to recognize, utilize, and communicate with the elements of design.	-Symbols Project -Personal Logo Project

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	<p><b>Strand 2</b> Students will be able to understand brainstorming and its purpose in the creative process.</p>	<p><b>Standard 2</b> Demonstrate an ability to recognize and utilize, communicate with the principles of design.</p> <p><b>Standard 2</b> Brainstorm ideas and explore composition through the use of thumbnail sketches.</p>	
<b>May-June</b>	<p><b>Strand 3</b> Students will be able to understand and demonstrate proper drawing techniques.</p> <p><b>Strand 5</b> Students will be able to understand and demonstrate proper color techniques.</p> <p><b>Strand 1</b> Students will be able to understand commercial art orientation and job standards.</p> <p><b>Strand 8</b> Students will be able to understand and practice copyright laws, ethics and legal issues dealing with photography as identified in United States Code Title 17 Chapter 1 Section 101.</p> <p><b>Strand 9</b> Students will understand the importance of career readiness skills as it relates to the workplace and outlined in the SkillsUSA Framework – Level 1.</p>	<p><b>Standard 2</b> Demonstrate expertise in drawing objects from observation.</p> <p><b>Standard 4</b> Demonstrate a working knowledge of values and use them in project work.</p> <p><b>Standard 1</b> Demonstrate knowledge about the various kinds of jobs in the commercial art field and focus on local vocational opportunities.</p> <p><b>Standard 1</b> Define copyright and know how to copyright your work with the Library of Congress, Copyrights Office.</p> <p><b>Standard 3</b> Plan for your future career.</p>	<p>-Vector Self Portrait -Exam Review</p>