

DESIGN

<http://phsvisualartdept.weebly.com/design.html>

• Mrs. Bjork

• Room 113-114

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DESCRIPTION

This semester-long course is an introduction to the practical and commercial applications of art. Projects require advanced knowledge of the elements and principles of design. Traditional design techniques will be taught through the use of technology (Mac OS and Adobe CS4 software). Students learn the role of a graphic designer by engaging in projects such as logo design, illustration and advertising. Portfolio development, advertising psychology and critique methods will be taught. This class is strongly recommended for students who wish to take *Digital Photography* and pursue the *2D Design AP Studio Art* portfolio.

PRIORITY STANDARDS

Students will:

1. Apply and utilize the elements and principles of design.
2. Create and plan graphic designs that illustrate the three Cs of art-making:
 - Composition: Evidence of competent visual organization and design of 2-D space
 - Craftsmanship: Evidence of technical proficiency and visual acuity
 - Concept: Evidence of a clearly thought-out and communicated idea
3. Analyze and critique graphic design in oral and written form using art-specific vocabulary.
4. Develop and apply an awareness of the proper care and storage of design and computer materials.
5. Cultivate knowledge of aesthetics and the value of design and advertising including its historical significance for past and present society.
6. Discover career opportunities that require graphic design skills.

GRADING ORGANIZATION

- 15 % Sketchbook/Wiki
- 70 % Daily work and project completion
- 15% Final Portfolio Presentation/Exam

Individual Assignments will be critiqued and graded at the completion of each unit of study. Students will complete their own written assessment of the work, which will then be used as a guide for grading. Work that is not completed by the grading deadline/critique will be graded lower due to the incomplete resolution of the project criteria. Deadlines for work will not be extended except under extreme circumstances. The Critique Process is viewed as an important aspect of the project development. Not participating in critique (written statements and oral discussion) will result in a lower project grade. A student cannot earn an "A" if they miss the critique or attend with incomplete work. Students will be assigned to morning resource until the work is completed to a satisfactory level. Failure to finish work after assigned resource time will result in a lower final grade. Exceptions to this may be made based on individual needs.

The development and presentation of a final portfolio will be required to pass the semester exam. This portfolio will consist of work students have created throughout the course. Students will be instructed how to choose work for their portfolio. Work that has been previously graded will be considered as part of the entire portfolio for one grade and will not be re-graded individually. Students have the opportunity to use information gained from the critiques to improve or change their work. Students may then choose to include their improved work in the final portfolio presentation at the end of the term. A written artist statement and oral presentation will be required to pass the exam.

SUPPLIES/ SKETCHBOOK/JOURNAL/ONLINE

Students are expected to bring the following items to every class.

- A sketchbook/binder (can be purchased or handmade)
- A pencil
- A flash drive at least 2 GB
- A free subscription to the class website at: <http://phsdesign.wikispaces.com/>
- <http://phsvisualartdept.weebly.com/design.html>
- Signed copy of technology agreement

The sketchbook and wiki will be graded on the individual assignment criteria. The sketchbook and wiki are used as planning and research tools for each assignment. They will include the following:

- Notes from class lectures
- Planning sketches and research for individual assignments & weekly sketchbook assignments
- Artist Statements and other written reflections both in sketchbook and online
- Homework drawings/written entries completed outside of class that pertain to artistic development (some of these will be posted online)

BEHAVIORAL EXPECTATIONS

Students will be expected to abide by the rules outlined in the Pirate Planner. Students are expected to act with respect for themselves, others and the classroom materials. Disrespectful actions will not be tolerated. Students are expected to work on art during the class period. Students who choose to waste time will be asked to leave the classroom and will need to make up their work during resource or a detention after school. **Any software, hardware or other technology-based equipment that is broken, stolen or lost by the student will have to be paid for and replaced by the student. PLEASE READ AND SIGN THE TECHNOLOGY LETTER.**

CHEATING/ PLAGIARISM POLICY

Projects are expected to be the student's own idea and made by their own hand. Found photos must be altered significantly to be considered original and part of one's own work. Original paintings or drawings used in digital imaging should be based on your own photographs or live observations.

ABSENCES (Excused and Unexcused)

It is the responsibility of the student to make up work and time missed due to absence. This will require the student to schedule time during resource or before or after school depending upon art room availability. It is preferred that projects and supplies do not leave the art room. Deadlines for work will not be extended except under extreme circumstances. Incomplete work cannot earn a grade higher than "D". Missing critique due dates will result in the lowering of project grades. A student can't earn an "A" if they miss the critique or attend with an incomplete work at the time of the due date.

DISTRICT GRADING SCALE

94+	A	79-81	C+	64-66	D-
91-93	A-	76-78	C	63-0	F
88-90	B+	73-75	C-		
85-87	B	70-72	D+		
82-84	B-	67-69	D		