

Graphic Design

Visual Communication and Production

SOL AI.1/GD.1 The student will maintain and use a process art portfolio (e.g., sketchbook/journal and working portfolio) for planning and as a resource in the art-making process.

AI.1.1/GD.1.1 The student will maintain a sketchbook/ journal of ideas and writings to use as a resource and planning tool.

SOL AI.2/GD.2 The student will identify and use steps of the design process, including brainstorming, preliminary sketching, planning, reflecting, refining, elaborating, and researching, in creative problem solving.

AI.2.1/GD.2.1 The student will understand the design process: identify the problem, preliminary (thumbnails), refinement (roughs), analyze (comps.), decide (print), and implement.

AI.2.2/GD.2.2 The student recognizes, explore, and solve design problems by synthesizing and integrating various media techniques through the creative process.

AI.2.3/GD.2.2 The student will explore the technical aspects of layout, typography, and illustration, and design.

SOL AI.3/GD.3 The student will communicate ideas in works of art by identifying and using steps of an artistic process, including selecting media and incorporating elements of art and principles of design.

AI.3.1/GD.3.1 The student will produce works of art that demonstrate the experimental application of the elements of art (space, line, shape, form, value, color, and texture) and the principles of design to express ideas and create images through proportion, rhythm, balance, emphasis, variety, pattern, movement, and unity.

AI.3.2/GD.3.2 The student will be able to apply design principles to the setting of type, choice and use of type, design of type, and classification of typefaces.

AI.3.3/GD.3.4 The student will use a variety of subject matter and symbols to express ideas in a work of art in graphic design (logo design, CD design, pictographs, newspaper/magazine ads, storyboard design).

AI.3.4/GD.3.4 The student will demonstrate the use of technology and electronic media as artistic tools.

AI.3.5/GD.3.5 The student will recognize the technology incorporates the elements of art and principles of design.

SOL AI.4/GD.4 The student will describe and demonstrate craftsmanship (artisanshship) in works of art.

AI.4.1/GD.4.1 The student will select representative work for a portfolio. (Seniors have done this, and we've gone over it- but we were planning to formally submit by April)

AI.4.2/GD.4.2 The student will recognize safety in the art room.

AI.4.3/GD.4.3 The student will use art materials and tools in a safe and responsible manner.

SOL AI.5/GD.5 The student will employ a variety of subject matter, including cultural or social concepts, to express ideas in original works of art.

SOL AI.6/GD.6 The student will use a variety of traditional and contemporary media (e.g., two-dimensional, three-dimensional, multidimensional) to create works of art.

SOL AI.7/GD.7 The student will adhere to ethical choices when creating works of art and design.

AI.7.1/GD.7.1 The student will learn and understand ethical issues in the commercial field of graphic design.

SOL AI.8/GD.8 The student will select and apply elements of art and principles of design to communicate meaning in works of art.

AI.8.1/GD.8.1 The student will create works of art that are original and represent personal expression.

AI.8.2/GD.8.2 The student will identify the visual and emotional effect color has on works of art.

AI.8.3/GD.8.3 The student will identify line quality to suggest emotions and moods.

SOL AI.9/GD.9 The student will combine a variety of perspective techniques, including one-point perspective, to create the illusion of space within works of art.

AI.9.1/GD.9.1 The student will identify various types of space to include one-point, two-point, and aerial perspective.

AI.9.2/GD.9.2 The student will recognize how overlapping and placement of shapes, foreshortening, color, value, and proportion contribute to defining space.

AI.9.3/GD.9.3 The student will design with proportion, weight, and size to understand the relationship between space and composition.

AI.9.4/GD.9.4 The student will identify foreground, middle ground, and background.

AI.9.5 The student will identify positive and negative space.

AI.9.6 The student will recognize, explore, and create 2-D and 3-D works of art, demonstrating the use and special concepts through various media techniques and processes.

SOL AI.10/GD.10 The student will use a variety of drawing media and processes to create observational and expressive works of art.

AI.10.1/GD.10.1 Students will recognize that drawing incorporates the use of the elements of art.

AI.10.2/GD.10.2 The student will recognize, explore, and create drawings from direct observation.

AI.10.3/GD.10.3 The student will recognize, explore, and create drawings demonstrating the use of drawing media, techniques, processes, and tools/equipment in relations to the elements of art.

Art History and Cultural Context

SOL AI.11/GD.11 The student will analyze major art movements and influential artists according to events, places, cultures, and historical periods.

AI.11.1/GD.11.1 The student will be able to recognize, define, and create designs using art movements as an influence in their designs to include: DeStijl, Constructivism, Surrealism, Pop Art, Psychedelic Art, Bauhaus, Computer Art, and Op Art.

AI.11.2/GD.11.2 The student will look at different designers, architects, and artists and their impact on the grid theory: Otl Aicher, Fran Ariss, Maxx Bill, Willy Fleckhaus, Jay Hambidge, Allen Hrlburt, Le Corbusier, Joseph Muller Brockmann, Paul Rand, and Massim Vignelli.

AI.11.3/GD.11.3 The student will describe connections among media, elements of art, principles of design, themes, and concepts through historical and contemporary works of art.

SOL AI.12/GD.12 The student will identify technological developments in the visual arts.

AI.12.1/GD.12.1 The student will recognize and identify technological developments in the visual arts.

SOL AI.13/GD.13 The student will analyze works of art as representational, abstract, or nonrepresentational, including nonobjective and conceptual.

SOL AI.14/GD.14 The student will describe how the design process is used in various careers.

AI.14.1/GD.14.1 The student will know the history of corporate design programs.

Analysis, Evaluation, and Critique

SOL AI.15/GD.15 The student will use art criticism skills to interpret, analyze, and evaluate works of art.

AI.15.1/GD.15.1 The student will demonstrate an understanding of graphic design vocabulary.

AI.15.2/GD.15.2 The student will understand and use appropriate vocabulary associated with type.

AI.15.3/GD.15.3 The student will be able to identify, select, classify, and create the following marks: symbols, pictographs, letter marks, logos, combination marks, and trademarks.

AI.15.4/GD.15.4 The student will recognize, explore, and demonstrate the process of describing, analyzing, interpret and judge, or evaluate graphic design imagery.

SOL AI.16/GD.16 The student will evaluate how social, cultural, and historical context contribute to meaning in works of art and design.

SOL AI.17/GD.17 The student will analyze how media and visual organization in works of art affect the communication of ideas.

AI.17.1/GD.17.1 The student will be able to recognize, define, and apply Gestalt and Gestalt Psychology.

AI.17.2/GD.17.2 The student will be able to recognize the traits of good marks and graphic design.

SOL AI.18/GD.18 The student will develop constructive approaches to critique (formative, peer-to-peer, self-reflective, summative) that are supportive in intent and that offer alternative points of view.

Aesthetics

SOL AI.19/GD.19 The student will articulate the difference between personal preference and informed judgment when discussing works of art.

AI.19.1/GD.19.1 The student will employ critical evaluation skills and use appropriate vocabulary when evaluating and interpreting works of art.

SOL AI.20/GD.20 The student will describe aesthetic qualities found in works of art.

SOL AI.21/GD.21 The student will analyze the functions, purposes, and perceived meanings of works of design.

AI.21.1/GD.21.1 The student will understand how a design can provide positive or negative association of a corporation, institution, or government agency.

SOL AI.22/GD.22 The student will formulate a definition for *art* and defend that definition in relation to objects in the world.

SOL AI.23/GD.23 The student will use personal criteria when making visual aesthetic judgments.