

# West Linn–Wilsonville School District

## The Arts – Course Statement

<b><u>Course Title: Graphic Arts</u></b>	
<b>Length of Course:</b> Semester	
<b>Number of Credits:</b> 1	
<b>Grade Level:</b> 9, 10, 11, 12	
<b>Prerequisites:</b> Art I / Art Media	
<b>CIM Work Samples</b>	
<b>Offered in Course:</b> Informative speaking work sample	
<b>Date of Description/Revision:</b> February 2006	
<b>Course Overview</b>	
<p>This course offers students the ability to focus on graphic arts as it is used in the commercial world and introduces students more specifically to careers involving graphic arts such as graphic design, typography, package design, and game design. This course teaches students how to apply the elements and principles of art studied in Art I / Art Media, extending their skills through the use of technology and giving them “real world” practice and experience.</p>	
<b>Essential Questions</b>	<b>Concepts providing focus for student learning</b>
<ul style="list-style-type: none"><li>• What is graphic art?</li><li>• Why do people create?</li><li>• How do I know what “good” graphic art is? What do I find beautiful?</li><li>• What is the role of a graphic artist? How do/can graphic artists influence consumers? How do/can graphic artists influence ideas in the community?</li><li>• How do graphic artists come up with new ideas?</li><li>• How can I best use materials, the elements and principles of design, and technology to visually depict my ideas through the medium of graphic arts?</li><li>• How does the media use the elements and principles of design along with psychology to manipulate the viewer?</li><li>• What is the history of graphic arts and advertising?</li></ul>	
<b>Proficiency Statements</b>	
<p>Upon completion of course, students will be able to:</p> <ul style="list-style-type: none"><li>• Create original designs that demonstrate quality composition.</li><li>• Use equipment and supplies safely and appropriately.</li><li>• Use the elements and principles of design with forethought, creativity, and a high level of quality.</li><li>• Conceive and create original works that solve challenging visual arts problems using intellectual skills such as analysis, synthesis, and evaluation.</li><li>• Demonstrate the ability to formulate written analysis of ones’ own work, and to explain to others</li></ul>	

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the motivations, goals, and self-evaluation of the work.	
<ul style="list-style-type: none"><li>Analyze the history of advertising related to historical events, aesthetics, and culture; justifying conclusions made and using these conclusions in the creation of their own work.</li><li>Demonstrate the use of technology to enhance their ideas and graphic designs.</li><li>Know how to come up with original ideas for projects with the instructor’s help.</li><li>Critique both orally and in written form the works of others and self using artistic terms.</li></ul>	
<b>General Course Topics/Units &amp; Timeframes</b>	
A. History of Advertising	Ongoing
B. Elements and Principles of Design (refresher)	1 week
C. Typography	2 weeks
D. Personal Logo (business card, letterhead, envelope)	2 weeks
E. Vacation Brochure Design	2 weeks
F. CD Cover	2 weeks
G. Magazine cover	2 weeks
H. Movie Poster Design	2 weeks
I. Dog or Cat Food Box Design	2 weeks
J. Non-Profit Organization Real-World Project	3 weeks
<b>Resources</b>	
<ul style="list-style-type: none"><li>Technology: computers, software (e.g. Photoshop, Illustrator), scanners, color printers</li><li>Other: Internet resources, magazines</li></ul>	