Unit 1: Letter Form

Content Area: **Art**
Course(s): **Ceramics 1**
Time Period: **September**
Length: **8 blocks**
Status: **Published**

Transfer

Poster Gothic Lettering

Folder Lettering

Lettering Test

Logo Design

Enduring Understandings

Poster Gothic Lettering is a fundamental letter form applicable for many uses in visual communication.

Good craftsmanship is essential for aesthetics in visual communications.

Self expression and personal identity come from making individual artistic

choices.

Essential Questions

What impact do various letter forms have on visual communication in society?

How is personal identity created through design choices?

How does proper use of materials and supplies affect good craftsmanship?

Learning Objectives

Analyze various letter forms through teacher/student discussion.

Practice making Poster Gothic letter forms of their name and period to develop skills in freehand lettering.

Create a layout for student portfolio using their individual letters.

Utilize self made graphite technique to transfer design portfolio.

Design a painting style to apply tempera to a transferred portfolio design.

Develop a respect for the care of tools, equipment and supplies through known safety practices.

Demonstrate the reasonable use of time in the completion of an assignment.

Content

Design elements and principles, visual communication, typography, font, serif, logo, graffiti, distortion, letter spacing, graphic design, calligraphy, Roman, Gothic, composition

Standards

VPA.1.1.12	All students will demonstrate an understanding of the elements and principles that govern the creation of works of art in dance, music, theatre, and visual art.
VPA.1.1.12.D	Visual Art

VPA.1.1.12.D.2	Translate literary, musical, theatrical, and dance compositions by using them as stimulus/inspiration for corresponding visual artworks.
VPA.1.3.12	All students will synthesize those skills, media, methods, and technologies appropriate to creating, performing, and/or presenting works of art in dance, music, theatre, and visual art.
VPA.1.3.12.D	Visual Art
VPA.1.3.12.D.1	Synthesize the elements of art and principles of design in an original portfolio of two- and three-dimensional artworks that reflects personal style and a high degree of technical proficiency and expressivity.
VPA.1.3.12.D.3	Organize an exhibit of personal works of visual art that convey a high level of understanding of how the expression of ideas relates to the art media, art mediums, and techniques used.