Unit 1: Letter Form- The Impact on Visual Communication

Content Area: **Art**
Course(s): **Ceramics 2**
Time Period: **September**
Length: **10 blocks**
Status: **Published**

Transfer

Big Idea: Letter Forms: The Impact on Visual Communication

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.D	Visual Art
VPA.1.1.12.D.1	Distinguish innovative applications of the elements of art and principles of design in visual artworks from diverse cultural perspectives and identify specific cross-cultural themes.
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.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.2	Produce an original body of artwork in one or more art mediums that demonstrates mastery of visual literacy, methods, techniques, and cultural understanding.
VPA.1.4.12	All students will demonstrate and apply an understanding of arts philosophies, judgment, and analysis to works of art in dance, music, theatre, and visual art.
VPA.1.4.12.B	Critique Methodologies
VPA.1.4.12.B.2	Evaluate how an artist's technical proficiency may affect the creation or presentation of a work of art, as well as how the context in which a work is performed or shown may impact perceptions of its significance/meaning.