Unit 6: Graffiti in Advertising: A Guerrilla Tactic

Content Area: **Language Arts Literacy**
Course(s): **Art Experience, Design for Business and Industry**
Time Period: **November**
Length: **5 blocks**
Status: **Published**

Enduring Understandings

Brands are increasingly turning toward guerrilla tactics to strengthen their marketing, and a popular method is to use graffiti, or murals, in urban areas.

Commercial graffiti is the commercial practice of graffiti artists being paid for their work.

Commercial graffiti has created significant controversy between those who view it as an effective medium of advertising amongst specific target audiences and those who believe that the use of legal graffiti in advertising encourages illegal graffiti and crime.

Graffiti dates back to Ancient Greece (Ephesus), when pottery makers employed artists to decorate their items with motifs and intricate designs. However in the modern era, graffiti has been strongly associated with New York City and the hip hop culture.

Essential Questions

What are the characteristics of professional and effective commercial graffiti?

How do the art elements and principles of design play a role in effective commercial graffiti?

How does the receptivity of target markets influence a company's decision to use commercial graffiti?

Is there an overlap between fine arts and graffiti arts?

How have artists like Banksy and Futura 2000 changed the way graffiti art is interpreted?

Content

- Hollows
- Fills
- Typography
- Tags
- Mural
- Commercial Graffiti
- Wild-style
- Throw-up or "Throwie"
- Bomb
- Art Elements (line, shape, color, texture, value and form)

- Principles of Design (balance, rhythm, unity, pattern)

Skills

Create a commercial graffiti design for a product.

Demonstrate knowledge in the art elements and principles of design when developing the commercial graffiti design.

Demonstrate knowledge in a particular medium that will give the design color, completeness and professionalism.

Serve as a test audience to peers and provide constructive criticism for improvements.

Resources

iPad Pros and Apple Pencils

Printer for Student Photos and Artwork

Standards

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.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.