

Unit 5: Graphic Design in the world

Content Area: **Arts**
Course(s): **Comp Graphics 1**
Time Period: **Semester 2**
Length: **2 weeks**
Status: **Published**

STANDARDS

MA.9-12.1.2.12prof.Cr1	Generating and conceptualizing ideas.
MA.9-12.1.2.12prof.Pr6a	Design the presentation and distribution of collections of media artworks, considering combinations of artworks, formats and audiences.
VA.9-12.1.5.12prof.Cr	Creating
VA.9-12.1.5.12prof.Pr	Presenting
VA.9-12.1.5.12prof.Cr1	Generating and conceptualizing ideas.
VA.9-12.1.5.12prof.Cr3	Refining and completing products.
VA.9-12.1.5.12prof.Pr6	Conveying meaning through art.
VA.9-12.1.5.12prof.Re7	Perceiving and analyzing products.
VA.9-12.1.5.12prof.Re8	Interpreting intent and meaning.
VA.9-12.1.5.12prof.Cn10	Synthesizing and relating knowledge and personal experiences to create products.
VA.9-12.1.5.12prof.Cn11	Relating artistic ideas and works within societal, cultural and historical contexts to deepen understanding.
VA.9-12.1.5.12prof.Cr1a	Use multiple approaches to begin creative endeavors.
VA.9-12.1.5.12prof.Cr1b	Shape an artistic investigation of an aspect of present-day life using a contemporary practice of art and design.
VA.9-12.1.5.12prof.Cr2b	Explain how traditional and non-traditional materials may impact human health and the environment, and demonstrate safe handling of materials, tools and equipment.
VA.9-12.1.5.12prof.Pr4a	Analyze, select and curate artifacts and/or artworks for presentation and preservation.
VA.9-12.1.5.12prof.Pr6a	Analyze and describe the impact that an exhibition or collection has on personal awareness of social, cultural or political beliefs and understandings.
VA.9-12.1.5.12prof.Re7a	Hypothesize ways in which art influences perception and understanding of human experiences.
VA.9-12.1.5.12prof.Cn11a	Describe how knowledge of culture, traditions and history may influence personal responses to art.
VA.9-12.1.5.12prof.Cn11b	Describe how knowledge of global issues, including climate change, may influence personal responses to art.
TECH.8.1.12.B	Creativity and Innovation: Students demonstrate creative thinking, construct knowledge and develop innovative products and process using technology.
TECH.8.1.12.B.CS2	Create original works as a means of personal or group expression.
TECH.8.1.12.D.CS2	Demonstrate personal responsibility for lifelong learning.

ENDURING UNDERSTANDING

1. The development an understanding of contemporary designers and their messages.
2. Develop an understanding of the pathways of contemporary graphic designers and artist.

3. Develop an understanding of how designers and artist have impacted the world we live in.

ESSENTIAL QUESTIONS

1. Who are contemporary graphic designers and artist that are influencing what we do, buy, believe and see?
2. What can we take away from their experiences and apply it to our creative model?
3. What message is their work expressing?
4. What experiences have they had that have influenced their work?

KNOWLEDGE AND SKILLS

1. Identify the art of contemporary artist and their influences.
2. Identify the techniques employed by contemporary artist.
3. Present information in an effective and engaging way.
4. Develop a visual literacy for delivering information.

RESOURCES

Students will have access to all tools in the Graphic Design Studio as well as,

- Computers
- 11" x 17" Laser Printer / Epson HP550
- Adobe Creative Suite
- Project appropriate Rubric
- Teacher & Experiences
- Teacher lead PowerPoint when applicable
- Internet for research and inspiration
- Google Docs
- Google Classroom

TRANSFER GOALS

Students will have an understanding of how Graphic Design influences the choices we make through a variety

of design vehicles.

Assessment

[Assessments](#)

Modification

[Modification List](#)