

# Unit 2: Graphic Design

Content Area: **Fine Arts**  
Course(s):  
Time Period: **Marking Period 1**  
Length: **9 Weeks**  
Status: **Published**

## Standards

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ELD standards: <https://docs.google.com/document/d/1wdmsiGOdCHlrjU-WPvAtENnEgi0EstZXo0uiFYv1Nu4/edit>

VA.9-12.1.5.12acc.Cr	Creating
VA.9-12.1.5.12acc.Cr1	Generating and conceptualizing ideas.
VA.9-12.1.5.12acc.Cr1a	Individually and collaboratively formulate new creative problems based on student's existing artwork.
VA.9-12.1.5.12acc.Cr1b	Choose from a range of materials and methods of traditional and contemporary artistic practices to plan works of art and design.
VA.9-12.1.5.12acc.Cr2	Organizing and developing ideas.
VA.9-12.1.5.12acc.Cr2a	Through experimentation, practice and persistence, demonstrate acquisition of skills and knowledge in a chosen art form.
VA.9-12.1.5.12acc.Cr2b	Demonstrate awareness of ethical implications of making and distributing creative work.
VA.9-12.1.5.12acc.Cr2c	Redesign an object, system, place, or design in response to contemporary issues.
VA.9-12.1.5.12acc.Cr3	Refining and completing products.
VA.9-12.1.5.12acc.Cr3a	Engage in constructive critique with peers, then reflect on, re-engage, revise, and refine works of art and design in response to personal artistic vision.
VA.9-12.1.5.12acc.Pr	Presenting
VA.9-12.1.5.12acc.Pr4	Selecting, analyzing, and interpreting work.
VA.9-12.1.5.12acc.Pr4a	Analyze, select and critique personal artwork for a collection or portfolio presentation.
VA.9-12.1.5.12acc.Pr5	Developing and refining techniques and models or steps needed to create products.
VA.9-12.1.5.12acc.Pr5a	Evaluate, select and apply methods or processes appropriate to display artwork in a specific place.
VA.9-12.1.5.12acc.Pr6	Conveying meaning through art.
VA.9-12.1.5.12acc.Pr6a	Make, explain and justify connections between artists or artwork and social, cultural and political history.
VA.9-12.1.5.12acc.Re	Responding
VA.9-12.1.5.12acc.Re7	Perceiving and analyzing products.
VA.9-12.1.5.12acc.Re7a	Recognize and describe personal aesthetic and empathetic responses to the natural world and constructed environments.
VA.9-12.1.5.12acc.Re7b	Evaluate the effectiveness of visual artworks to influence ideas, feelings, and behaviors of specific audiences.
VA.9-12.1.5.12acc.Re8	Interpreting intent and meaning.
VA.9-12.1.5.12acc.Re8a	Identify types of contextual information useful in the process of constructing interpretations of an artwork or collection of works.
VA.9-12.1.5.12acc.Re9	Applying criteria to evaluate products.

VA.9-12.1.5.12acc.Re9a	Determine the relevance of criteria used by others to evaluate a work of art or collection of works.
VA.9-12.1.5.12acc.Cn	Connecting
VA.9-12.1.5.12acc.Cn10	Synthesizing and relating knowledge and personal experiences to create products.
VA.9-12.1.5.12acc.Cn10a	Utilize inquiry methods of observation, research and experimentation to explore other subjects through artmaking.
VA.9-12.1.5.12acc.Cn11	Relating artistic ideas and works within societal, cultural and historical contexts to deepen understanding.
VA.9-12.1.5.12acc.Cn11a	Compare uses of art in a variety of societal, cultural and historical contexts and make connections to uses of art in contemporary and local contexts.

## **Brief Summary of Unit**

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Through art historical study and critical analysis of the works of various renowned graphic artists, students will develop a deeper understanding of the graphic arts. Through study and hands on activities, students will increase their awareness of and ability to effectively use a variety of graphic art mediums, tools and techniques. Students will further develop creativity abilities, problem solving skills, and personal sense of aesthetics as they create their own graphic art. Studio experiences will incorporate class discussion and critique of student works.

## **Transfer**

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## **Essential Questions**

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- • How does the understanding of the works of graphic artists develop ones individual sense of aesthetics?
- • How does the variety of medium, tools and techniques of graphic art influence the artist's design?
- • What is graphic design?

## **Essential Understandings**

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- • graphic design is the art or profession of visual communication that combines images, words and ideas to convey information to an audience.
- • the decision making processes and problem solving required to create graphic art forms will develop ones individual sense of aesthetics.
- • there are unique characteristics and processes associated with the graphic arts.

## **Students Will Know**

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- • graphic design is all around us.
- • key vocabulary as it relates to the graphic arts including, but not limited to: poster, illustration, slogan, layout, etc.
- • That knowledge of graphic art can be useful in many careers, e.g. advertising, web design and graphic design
- • that planning, preliminary work and drawing are important in the creation of graphic art.
- • the variety of mediums, skills, tools and techniques in the creation of the graphic arts including, but not limited to: mixed media, making a good layout, poster design tips, computer design programs, etc.
- • what the elements/principles of design are and how they relate to the graphic arts.

## **Students Will Be Skilled At**

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### **Evidence/Performance Tasks**

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- • answer the essential questions.
- • compile a folder of vocabulary, notes and handouts pertaining to graphic design.
- • complete brainstorming and thumbnail sketches in preparation of activity.
- • complete self-assessments and teacher assessments using teacher generated rubrics.
- • correctly use media, skills and techniques associated with the graphic arts.
- • participate in introduction of activities, class discussion and Q and A sessions.
- • participate in student critiques during and after art production.
- • take a Mid-term and final exam.
- • understand art history as it relates to the graphic arts.
- • writing prompts.

### **Learning Plan**

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- • Handouts of vocabulary, student expectations, information, etc.
- • Introduction of an artist whose work can enhance students understanding of the lesson (may include one or more of the following: books, periodicals, reproductions, video, slides, and web sites).
- • Preview the essential questions and connect to learning throughout the unit.
- • Student will complete self-evaluation by filling out a rubric.
- • Students and teacher work to create assessment criteria.
- • Students will brainstorm/thumbnailed sketch.
- • Students will creatively matte or mount finished projects.
- • Students will experiment with media/s and tools per teacher demonstrations.
- • Students will explain their finished artwork according to the elements/principles of design in written format.

- • Students will make decisions to solve the problems using the appropriate media/s and following instructions.
- • Students will periodically critique works in progress.
- • Students will use technology, information and other tools to explore ideas for production of artwork.
- • Teacher introduction and demonstration of the media/s: color pencil, blending pencils, velour paper, neon pastels and paints, inks and calligraphy pens.
- • Teacher presentation of past student work.
- • Teacher presentation of vocabulary.
- • Teacher will demonstrate use of printing inks and tools and processes. (How to produce printing plates).
- • Teacher will evaluate project based on rubric.

## **Materials**

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## **Suggested Strategies for Modifications**

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- • additional time on task
- • alternative outcome options
- • assessment based on individual development in the area of study
- • audio tape of instruction
- • cooperative learning groups
- • handouts of notes, procedures, processes, diagrams, etc.
- • images and visual aids
- • one-to-one instruction and assistance
- • preferential seating
- • reading material modified to student level
- • study partners