Unit 3 Presenting Anchor Standard 5

Content Area: **Art**
Course(s): **Art 6**
Time Period: **Marking Period 1**
Length: **MP1**
Status: **Published**

Essential Questions

What methods and processes are considered when preparing artwork for presentation or preservation?
How does refining artwork affect its meaning to the viewer?
What criteria are considered when selecting work for presentation, a portfolio, or a collection?

Big Ideas

Artists, curators and others consider a variety of factors and methods including evolving technologies when preparing and refining artwork for display and or when deciding if and how to preserve and protect it.

Practice: Personal Logo

Media Arts

How do we analyze and react to media artworks? How do media artworks function to convey meaning and influence audience experience?

An artist's appreciation of media artworks is influenced by their interests, experiences, understandings and purposes. Identifying the qualities and characteristics of media artworks improves the individual's aesthetic and empathetic awareness.

Perceiving and analyzing products

● 1.2.8.Re7a: Compare, contrast and analyze the qualities of and relationships between the components and style in media artworks.

● 1.2.8.Re7b: Compare, contrast and analyze how various forms, methods and styles in media artworks affect and manage audience experience and create intention when addressing global issues including climate change.

CSDT Technology Integration

8.1.8.F.1 Explore a local issue, by using digital tools to collect and analyze data to identify a solution and make an informed decision.

Activity: Students will create a personal logo representing themselves, a marketing or business idea. Teacher will guide students through a PowerPoint presentation; students participate actively in a group discussion prompted by the presentation regarding pop culture, pop art, marketing and branding , visual design, aesthetics...etc. Students brainstorm elements that represent them, designing a personal logo to represent them in some way. Students can utilize Chromebook to look up logo ideas, collect information on different marketing tools (color theory, symbolism) and apply that knowledge to their artworks.

Enduring Understandings

- 1.5.8.Pr5a: Individually or collaboratively prepare and present theme-based artwork for display and formulate exhibition narratives.