

# Unit 3 Presenting Anchor Standard 5

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

## Essential Questions

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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

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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

## CSDT Technology Integration

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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

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

