Unit 2 Responding Anchor Standard 7

Content Area: **Art**
Course(s): **Art 8**
Time Period: **Marking Period 1**
Length: **MP1**
Status: **Published**

STEAM

Unit 2: Emphasis, Pop Art Marketing Design

Project Summary: Students are "hired" as graphic designers for a company of their selection. Students must create a pop-art style marketing design for that selected company or one of their products, drawing inspiration from Pop Art Artists like Andy Warhol, Keith Haring, and Burton Morris.

Project is introduced to the class with a Google Slides presentation and class discussion.

Objective: Students design a Pop Art-inspired advertisement for a product or company of their choice, emphasizing bold visuals and consumer appeal.

Enduring Understanding: Emphasis directs the viewer's attention and creates impact in art.

Essential Question: How can emphasis influence an audience's perception of a product?

Standards Met:

Creating: VA.1.8a (Design artwork to communicate a theme).

Presenting: VA.1.8a (Evaluate effective techniques for impactful presentation).

Responding: VA.1.8a (Interpret meaning through analysis of visual emphasis).

Connecting: VA.1.8a (Relate artistic ideas to cultural and consumer influences).

Lesson Activities:

Pop Art Study: Explore works by Andy Warhol, Keith Haring, and Burton Morris.

Brand Selection: Students choose a product or company to advertise.

Design Process: Plan and create a bold, graphic design using bright colors, repetition, and patterns.

STEAM Connections:
Science: Psychology of color theory in advertising, how colors influence emotions and decisions.

Technology: Explore how technology has changed advertising and graphic design, even though students create their marketing designs by hand.

Engineering: Principles of product packaging and marketing design.

Art: Study of Pop Art and commercial design techniques.

Math: Ratios and scaling for creating visually balanced compositions.

Historical Connections:

Andy Warhol & Roy Lichtenstein: Key figures in Pop Art, known for their commercial-style imagery.

Keith Haring & Burton Morris: Used bold, energetic lines and bright colors to capture attention.

Historical Posters (WWII, 20th Century): Early examples of high-contrast marketing art.

Essential Questions

How do life experiences influence the way you relate to art? How does learning about art impact how we perceive the world? What can we learn from our responses to art? What is visual art? Where and how do we encounter visual arts in our world? How do visual arts influence our views of the world?

Big Ideas

Individual aesthetic and empathetic awareness developed through engagement with art can lead to understanding and appreciation of self, others, the natural world, and constructed environments. Visual arts influences understanding of and responses to the world.

Practice: Pop-Art Project

CRLLKS- 21st Century

9.1.8.FP.6: Compare and contrast advertising messages to understand what they are trying to accomplish

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Activity - Pop Art project, where we learn about how artists contribute to marketing and advertising for companies. Students then select their own subject to create an artwork about.

CSDT Technology Integration

8.1.8.IC.1: Compare the trade-offs associated with computing technologies that affect individual's everyday activities and career options

Activity: Pop Art project, where we learn about how artists contribute to marketing and advertising for

companies and how that has changed in our modern technological world.

Enduring Understandings

● 1.5.8.Re7a: Explain how a person's aesthetic choices are influenced by culture and environment, and how they impact the way in which visual messages are perceived and conveyed.

● 1.5.8.Re7b: Compare and contrast cultural and social contexts of visual arts and how they influence ideas and emotions.