Unit 3

Content Area: **Fine & Performing Arts**
Course(s):
Time Period: **Semester 1**
Length: **2 weeks**
Status: **Published**

Standards

VPA.1.2.12	All students will understand the role, development, and influence of the arts throughout history and across cultures.
VPA.1.2.12.A	History of the Arts and Culture
VPA.1.2.12.A.1	Determine how dance, music, theatre, and visual art have influenced world cultures throughout history.
VPA.1.2.12.A.2	Justify the impact of innovations in the arts (e.g., the availability of music online) on societal norms and habits of mind in various historical eras.
VPA.1.3.12	All students will synthesize those skills, media, methods, and technologies appropriate to creating, performing, and/or presenting works of art in dance, music, theatre, and visual art.
VPA.1.3.12.D	Visual Art
VPA.1.3.12.D.2	Produce an original body of artwork in one or more art mediums that demonstrates mastery of visual literacy, methods, techniques, and cultural understanding.
VPA.1.4.12	All students will demonstrate and apply an understanding of arts philosophies, judgment, and analysis to works of art in dance, music, theatre, and visual art.

Essential Questions

- Why is packaging important to the success of a product
- What are the Elements and Principles of design and how do we use them in advertising
- How can color, size and placement be used successfully in packaging design
- When building a paper dummy what two things are the most important

Content / Skills

• Developing ideas and refining package designs
• Using color schemes to control the viewers eye
• Applying the Elements and Principles to a successful advertising design
• Scoring the folds of the package design
• Critique art and design projects by utilizing the elements and principles of design
• Using size, placement, color, and balance to manipulate how your audience views your Ad

Instructional Plan (Daily Learning Activities)

Monitoring Strategies / Assessment of Learning

Differentiation

- Alternative Assessments
- Choice of Activities
- Flexible Grouping
- Guided Reading
- Independent Research and Projects
- Leveled Rubrics
- Modified Materials
- Multiple Texts
- Multi-sensory
- Personal Agendas
- Stations/Centers
- Supplemental Materials

Integration of Technology

TECH.8.1.12.A.1	Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.
TECH.8.1.12.C.1	Develop an innovative solution to a real world problem or issue in collaboration with peers and experts, and present ideas for feedback through social media or in an online community.
TECH.8.2.12.C.2	Analyze a product and how it has changed or might change over time to meet human needs and wants.
TECH.8.2.12.C.6	Research an existing product, reverse engineer and redesign it to improve form and function.
TECH.8.2.12.D.3	Determine and use the appropriate resources (e.g., CNC (Computer Numerical Control) equipment, 3D printers, CAD software) in the design, development and creation of a technological product or system.
TECH.8.2.12.D.5	Explain how material processing impacts the quality of engineered and fabricated products.

21st Century

21st Century Themes

- Global Perspectives

21st Century Skills

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Information Literacy
- Life and Career Skills
- Media Literacy

Interdisciplinary Connections

- Art
- Computers
- English
- Math
- Social Studies