

# 05\_Add Text to Your Designs

Content Area: **Art**  
Course(s):  
Time Period: **Semester**  
Length: **2 Weeks**  
Status: **Published**

## **General Overview, Course Description or Course Philosophy**

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The computer arts course is designed to offer students the skills and understanding to navigate and create artwork in the leading industry-standard vector graphics software programs. Students will create everything from web and mobile graphics to logos, icons, book illustrations, product packaging, and billboards. They will turn shapes and colors into logos and icons. Create typography, draw freehand, and trace and recolor graphics. They will work predominantly in Adobe Illustrator which is vector-based, so their artwork stays crisp even when scaled up to stadium size. Students will have assembled a digital portfolio showcasing their skills by the end of the course.

## **OBJECTIVES, ESSENTIAL QUESTIONS, ENDURING UNDERSTANDINGS**

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**Objective:** Learn the basics of using text in your designs, including adding text, formatting, and styling.

**Essential Questions:** How do media artists generate ideas and formulate artistic intent? How does collaboration expand and affect the creative process? How can creative risks be encouraged?

**Enduring Understandings:** Media arts use a variety of sources such as imagination and creative processes to inspire and transform concepts and ideas into artistic expression.

## **CONTENT AREA STANDARDS**

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MA.9-12.1.2.12prof.Cr1	Generating and conceptualizing ideas.
MA.9-12.1.2.12prof.Cr1a	Formulate multiple ideas using generative methods to develop artistic goals and solve problems in media arts creation processes.
MA.9-12.1.2.12prof.Cr1b	Organize and design artistic ideas for media arts productions.
MA.9-12.1.2.12prof.Cr1d	Apply aesthetic criteria in developing, refining and proposing media arts artwork. Conceive

## **RELATED STANDARDS (Technology, 21st Century Life & Careers, ELA Companion)**

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## **Standards are Required)**

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TECH.9.4.12.CI.1

Demonstrate the ability to reflect, analyze, and use creative skills and ideas (e.g., 1.1.12prof.CR3a).

With a growth mindset, failure is an important part of success.

## **STUDENT LEARNING TARGETS**

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### **Declarative Knowledge**

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Students will understand that:

- Media arts use a variety of sources such as imagination and creative processes to inspire and transform concepts and ideas into artistic expression.

### **Procedural Knowledge**

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Students will be able to:

- Use text in their designs, including adding text, formatting, and styling.
- Generate ideas and formulate artistic intent.
- Collaborate with peers to expand and affect the creative process
- Take creative risks.

## **EVIDENCE OF LEARNING**

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### **Alternate Assessments**

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- Teacher/Student Conferences
- Portfolios
- Modified Rubrics

### **Formative Assessments**

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Teacher Observation

Teacher Feedback and Discussions

Student Journal

Practical Exercises

Independent Investigation Activities

### **Summative Assessments**

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Teacher Rubrics

Final Projects

Reflection Worksheet

Self Evaluation

Critiques

### **RESOURCES (Instructional, Supplemental, Intervention Materials)**

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Adobe Illustrator

Adobe Fresco

Google Drawing

Procreate

### **INTERDISCIPLINARY CONNECTIONS**

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Students will gain creative problem-solving skills that will make them more valuable to prospective organizations.

### **ACCOMMODATIONS & MODIFICATIONS FOR SUBGROUPS**

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See link to Accommodations & Modifications document in course folder.