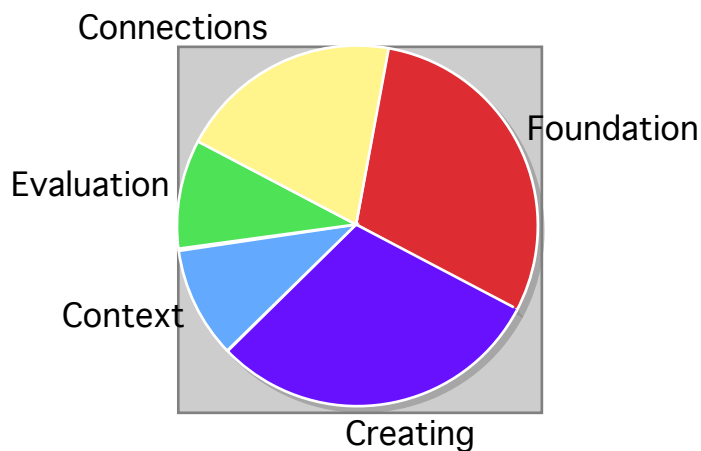


Advertising Design 1AB

High School



- Foundation
- Creating
- Context
- Evaluation
- Connections

Course Title	ADVERTISING DESIGN 1 A/B
Course Abbreviation	ADVT DES 1 A/B
Course Code Number	200307/200308
Special Notes	
Course Description	The purpose of this course is to provide a balanced visual arts program, which guides students to achieve the standards in the visual arts. In Advertising Design IAB, students develop aesthetic criteria to create and apply the principles of design to the field of advertising design. The student will use traditional media and computer hardware, software and supporting technologies to communicate ideas visually. Students' use a variety of media to explore concepts and techniques, from the academic and structured to the experimental and nontraditional. Career opportunities in the arts and arts-related fields will be explored.
Instructional Topics	Historical Foundations of Advertising Design Aesthetic Criteria and Personal Judgment Layout and Design

	<p>Package and Poster Design Trademarks, Logos, and Symbols Product Presentation Techniques Brochure and Magazine Cover Design Contemporary Graphics Contemporary Media and Technologies Careers in Advertising Design Display and Exhibition Techniques Portfolio Development</p> <p>*Topics should be presented in an integrated manner where possible; time spent on each topic is to be based upon the needs of the student, the instructional program, and the scheduling needs of the school.</p>
<p>California Visual Arts Content Standards High School Proficient</p>	<p>Content knowledge and skills gained during this course will support student achievement of grade level Student Learning Standards in the Visual Arts.</p> <p><i>Upon graduation from the LAUSD, students will be able to:</i></p> <ol style="list-style-type: none"> 1. Process, analyze, and respond to sensory information through the language and skills unique to the visual arts. Students perceive and respond to works of art, objects in nature, events, and the environment. They also use the vocabulary of the visual arts to express their observations. Artistic Perception 2. Create, perform, and participate in the visual arts. Students apply artistic processes and skills, using a variety of media to communicate meaning and intent in original works of art. Creative Expression 3. Understand the historical contributions and cultural dimensions of the visual arts. Students analyze the role and development of the visual arts in past and present cultures throughout the world, noting human diversity as it relates to the visual arts and artists. Historical and Cultural Context 4. Respond to, analyze, and make judgments about works in the visual arts. Students analyze, assess, and derive meaning from works of art, including their own, according to the elements of art, the principles of design, and aesthetic qualities. Aesthetic Valuing 5. Connect and apply what is learned in the visual arts to other art forms and subject areas and to careers. Students apply what they learned in the visual arts across subject areas. They develop competencies and creative skills in problem solving, communication, and management of time and resources that contribute to lifelong learning and career skills. They also learn about careers in and related to the visual arts. Connections, Relationships, Applications
<p>Representative Objectives</p>	<p><i>Student will be able to:</i></p> <ul style="list-style-type: none"> • Create original advertising designs of increasing complexity and with increased skill. • Explore a variety of media, materials and techniques, making choices as to what to apply in his or her work. • Engage in advertising design experiences, gaining personal insight and appreciation of his or her accomplishments and the accomplishments of others. • Compare, contrast, and analyze styles of advertisements from a variety of times, places, and

	<p>cultures.</p> <ul style="list-style-type: none"> • Recognize, describe, analyze, discuss, and write about the visual characteristics of advertising designs, objects in nature, events, and the environment. • Expand and use art vocabulary to describe and analyze advertisements. • Make informed judgments by applying the four steps of art criticism to his or her artwork and the work of others in advertising design. • Respond to a variety of advertising designs and talk about his or her interpretations of the artists' intentions. • Integrate what he or she learns in advertising design to learning in other subject areas.
Representative Performance Skills	<p><i>In accordance with their individual capacity, students will grow in the ability to:</i></p> <ul style="list-style-type: none"> • Produce a work of art in advertising design effectively using the elements and principles of design. • Demonstrate the ability to synthesize different subjects, themes, images, and visual metaphors in creating an advertisement. • Identify some trends of contemporary styles in advertising in America and discuss the diverse cultural developments reflected in the artworks she or he has examined. • Discuss (compare and contrast) types of art created to persuade from major time periods and cultures. • Describe the use of the elements of art and principles as they relate to specific styles, and periods of art. • Discuss complex issues, such as distortion of shapes, form, space, simplified and actual texture, scale, balance, and expressive content as they appear in an advertisement. • Discuss and make choices about materials and tools as they relate to creating an advertisement. • Make sound critical judgments about the quality and success of an advertisement based on his or her experiences in and perceptions about visual art forms. • Use criteria for making judgments about an advertisement and identify the difference between preference and judgment. • Demonstrate an understanding of the varied functions of an artist, art critic, art historian, art collector, and art philosopher (aesthete). • Research art and arts-related careers.
Samples of Classroom Activities for Historical/Cultural Strand	<p>Understand the historical contributions and cultural dimensions of the visual arts. Students analyze the role and development of the visual arts in past and present cultures throughout the world, noting human diversity as it relates to the visual arts and artists.</p> <p>Students will be able to:</p> <ul style="list-style-type: none"> • List contemporary political, social, historical, and cultural issues • Experience artworks in dance, music, theatre and the visual arts in any combination of print materials, slides, videos, museums, and the community and determine if

	<p>and how they were created to persuade or motivate.</p> <ul style="list-style-type: none"> • Write about perceived connections between the arts and cultural issues.
Resources	<p><i>Designing Brand Experiences</i>: Landa, Cengage Learning <i>Graphic Design Solutions</i>: Landa, Cengage Learning <i>Contemporary Advertising</i>, 10th Edition: Arens, McGraw Hill</p>

Credentials required to teach this course

One of the following:

General Secondary
 Special Secondary Art
 Standard Secondary with major/minor Art
 Single Subject Art
 Industrial & Technical Education
 Computer Concepts & Applications Supplementary