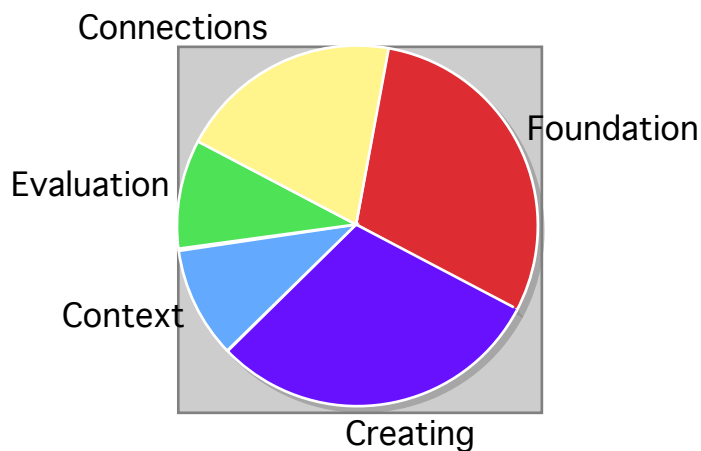


# Advertising Design 2AB

## High School



<b>Course Title</b>	<b>ADVERTISING DESING 2 A/B</b>
<b>Course Abbreviation</b>	<b>ADVT DES 2 A/B</b>
<b>Course Code Number</b>	<b>200309/200310</b>
<b>Special Notes</b>	Advertising Design 1AB is prerequisite
<b>Course Description</b>	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 ZAB, students' refine their ability to apply principles, theories, and techniques of illustration to the field of advertising design. Interpreting historical foundations, strengthening aesthetic valuing skills, and the enhancement of visual communication skills are stressed. The student will use traditional media and computer hardware and software and supporting technologies to communicate ideas visually. Students' investigate and prepare for potential postsecondary educational and career opportunities.
<b>Instructional Topics</b>	Advanced Concepts of Visual Communication Refinement of Aesthetic Criteria Illustration

	<p>           Typography and Letter Design            Color Theory            Media and Contemporary Technologies            Photography and Graphic Design            Architectural Rendering            Graphic            Design for Multimedia Industry            Exhibition Design            Portfolio Preparation and Presentation            Careers for the Visual Artist         </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> <b>California Visual Arts            Content Standards            High School Proficient</b> </p>	<p> <b>Content knowledge and skills gained during this course will support student achievement of grade level Student Learning Standards in the Visual Arts.</b> </p> <p> <i>Upon graduation from the LAUSD, students will be able to:</i> </p> <ol style="list-style-type: none"> <li>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. <b>Artistic Perception</b></li> <li>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. <b>Creative Expression</b></li> <li>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. <b>Historical and Cultural Context</b></li> <li>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. <b>Aesthetic Valuing</b></li> <li>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. <b>Connections, Relationships, Applications</b></li> </ol>
<p> <b>Representative            Objectives</b> </p>	<p> <i>Student will be able to:</i> </p> <ul style="list-style-type: none"> <li>• Create and exhibit original advertising designs of increasing complexity and with increased skill.</li> <li>• Undertake expressive art experiences in advertising design, gaining personal insight and appreciation of his or her accomplishments and the accomplishments of others.</li> <li>• Demonstrate an understanding of how to solve complex design problems in unique and expressive ways.</li> <li>• Recognize that advertising design and artist/designers</li> </ul>

	<p>reflect, play a role in, and influence culture.</p> <ul style="list-style-type: none"> <li>Identify, record, and use the elements of art and principles of design as he or she explores, analyzes, and talks about what he or she sees in the physical world and in what he or she creates.</li> <li>Respond to a variety of images developed to persuade and talk about his or her interpretations of the artists' intentions.</li> <li>Express his or her ideas about art and give reasons for preferences in works of art.</li> <li>Integrate what he or she learns in advertising design to learning in other subject areas.</li> <li>Learn skills in advertising design that translate to careers.</li> </ul>
<b>Representative Performance Skills</b>	<p><i>In accordance with their individual capacity, students will grow in the ability to:</i></p> <ul style="list-style-type: none"> <li>Produce and exhibit a series of advertising designs effectively using the elements and principles of design.</li> <li>Create an advertising design using a variety of traditional and non-traditional media and materials.</li> <li>Demonstrate in his or her advertising designs an exploration of a personal style and proficiency in communicating an idea or emotion.</li> <li>Demonstrate the ability to synthesize different subjects, themes, images, and visual metaphors in creating a persuasive image.</li> <li>Identify some trends of contemporary styles in advertising design and discuss the diverse cultural developments reflected in the artworks she or he has examined.</li> <li>Identify advertising artist/designers who have achieved regional, national, or international recognition and recognize ways that their work reflects, plays a role in, and influences culture.</li> <li>Investigate and describe a universal concept addressed in an advertisement in visual and written form.</li> <li>Discuss complex issues, such as distortion of shapes, form, space, balance, simplified and actual texture, scale, and expressive content in advertising designs.</li> <li>Make sound critical judgments about the quality and success of an advertising design based on his or her experiences in and perceptions about this form of visual arts.</li> <li>Organize, maintain, interpret, and communicate information (oral and written, creation of a visual image and display of artwork) about advertising design.</li> <li>Research art and arts-related careers in California.</li> </ul>
<b>Samples of Classroom Activities for Creative Expression Strand</b>	<p>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.</p> <p>Students will be able to:</p> <ul style="list-style-type: none"> <li>Complete a series of at least three works in the same medium and style that convey a similar meaning (to promote an idea, emotion or product).</li> <li>Discuss how their artwork reflects an emerging personal</li> </ul>

	style and are convincing in their communication of an idea, emotion or product.
<b>Resources</b>	<i>Designing Brand Experiences</i> : Landa, Cengage Learning <i>Graphic Design Solutions</i> : Landa, Cengage Learning <i>Contemporary Advertising</i> , 10 <sup>th</sup> Edition: Arens, McGraw Hill

**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