

COMMERCIAL ART 1  
GRADES 11-12

(1 Semester - Prerequisite: Art Fundamentals 2-D, Recommended: Drawing 1)

COURSE OVERVIEW:

Commercial Art 1 emphasizes problem solving activities in the areas of graphic design, layout, typography, and visual communications. Drawing skills are used to promote, persuade, or sell an idea and/or product to a specific audience or consumer. A variety of tools and media are introduced and used to complete all two-dimensional projects.
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UNITS OF INSTRUCTION:

- UNIT I - Design
- UNIT II - Symbols and Alphabets
- UNIT III - Layout

STUDENT OUTCOMES:

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| 1. | Students will appreciate the necessity of communicating visually as well as verbally. (25.A, 25.B)  |
| 2. | Students will be able to create black and white examples of design functions that demonstrate an understanding of Gestalt perception theories. (26.A, 26.B) |
| 3. | Students will work with alphabets and symbols in the form of cross cultural signs and corporate logos. (27.A, 27.B)   |
| 4. | Students will combine drawing skills with newly introduced design principles to create page layouts, print ads, and commercial illustrations. (26.A, 26.B)  |
| 5. | Students will become familiar with and use the computer as a tool to aid graphic design, layout, and typography projects. (25.A, 26.B)                      |

MAJOR LEARNING EXPERIENCES TO ACHIEVE OUTCOMES:

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| 1. | Students must purchase a Fine Arts Fee Card.   |
| 2. | Students must participate in all workshop activities, discussions, and small group activities. |
| 3. | Students must keep a portfolio of all assignments and projects.                                |

ADOPTED TEXT OR PRINCIPAL MATERIALS USED:

No text is used.

*Exploring Advertising Design* workbook.

Handouts and lecture/notetaking, slide presentations and demonstrations are used.

(06/20/00)