

COMMERCIAL ART 2

GRADES 11-12

(1 Semester - Prerequisite: Art Fundamentals 2-D and
Commercial Art; Recommended: Drawing 1)

COURSE OVERVIEW:

Advanced work in graphic and package design, typography, layout, and illustration is explored in Commercial Art 2. The dynamics of the commercial art job market and portfolio preparation are introduced. More extensive use of the computer as a design tool is expected to complete course projects.

UNITS OF INSTRUCTION:

- UNIT I - Visual Communication
- UNIT II - Cover Illustration
- UNIT III - Package and Produce Design

STUDENT OUTCOMES:

1.	Students will apply principles of visual perception and design to complete successful figurative commercial layouts, illustrations, and advertisements. (26.A, 26.B)
2.	Students will become more proficient using the computer and a variety of graphic software programs to complete course projects such as magazine covers, compact disk artwork, food and/or fragrance promotion and packaging, promotional posters, print advertising. (26.A, 26.B)
3.	Students will be introduced to the vast array of careers available in the graphic design field. (27.A, 27.B)
4.	Students will be able to compare the functions of a studio artist and a free-lance artist. (26.A, 26.B)
5.	Students will be introduced to different types of portfolios they may use in the graphic design field. (25.A, 25.B)
6.	Students will be able to judge the quality and effectiveness of a portfolio. (25.A, 25.B)

MAJOR LEARNING EXPERIENCES TO ACHIEVE OUTCOMES:

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

ADOPTED TEXT OR PRINCIPAL MATERIALS USED:

No text is used.

Exploring Advertising Design workbook.

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

(06/20/00)