



Commercial Art

Grand Haven High School



Course Number: L88

Grade Level: 9-12

Credits : 1/2

Prerequisite Courses :

Course Description

Commercial Art is a course where the student will begin to apply practical and creative art experiences to problem solving in design. Students are expected to understand and be able to apply the Principles of Design and the Elements of Art in practical ways that communicate clear ideas to customers. Students are also expected to have fundamental knowledge of various mediums such as acrylics, charcoal, color pencil and pastels and computer skills. Lessons may include: Marker Comps, Font design, Adobe Photoshop lessons, Layout design, Color pencil application, Logo Design, Advertising, Poster Design, Fashion Design, Automotive Design, CD Jacket Design, and Cartooning.

Course Objectives

Student will understand:

- How to communicate visual ideas in art clearly
- Mastery of Adobe Photoshop, Fireworks, Illustrator programs
- How to create Effective Logo and Layout Design
- The importance of marker comps/sketching to brainstorming ideas
- Principles of Ad Design, Poster Design, Logo
- The familiarization with Fashion and/or Automotive Design
- Uses of various fonts, styles and their application
- Mastery of color pencil, technical pens
- Layering, illustration and photo manipulation techniques with Adobe Photoshop
- How to present art work professionally to clients

Student Expectations

Class Expectations

- A written final exam, including a portfolio grade will be given at the conclusion of the class.
- All pieces of portfolio work will require a self-evaluation and must be turned in on a timely fashion. Work will be accepted but will receive a lower grade for being late

Building Behavioral Expectations

TEAM GH ... One Team, One Family, One Grand Haven. Be Kind. Always.

It is our expectation that ALL GHHS students, staff and parents will ... always give their best **EFFORT** in everything that they do, work hard to be **INCLUSIVE** of each other, show **RESPONSIBILITY** in class, the hallways, cafeteria and at events, and **WORK TOGETHER** at all times!

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unless prior arrangements are made with the teacher. Incomplete, unsigned work will not be accepted.

- Every student is expected to participate daily in class. This includes studio work, critiques, clean up, and class discussion. Failure to work on a daily basis will result in a lowered weekly studio grade.
- Theft or destruction of any materials in the class will be grounds for dismissal from the class.
- Any artwork containing drug, gang or alcohol content will result in administrative consequences.
- All rules and regulations as posted in the Student Handbook apply during classes conducted in any art rooms, including absences, tardiness and general classroom behavior.

Personal Technology Policy

Students may use personal technology under the following guidelines.

- It does not interfere with class work.
- The device is shut off when the teacher is addressing the student(s).
- No sharing of devices, no videos.
- The volume is not distracting to the class

Communication

Grading Policy

1. PORTFOLIO (60%) This includes art products created during class. These Pieces will receive a grade based on the following:

- a. Creativity: Your own idea, thoughtful work , original work.
- b. Mastery of Objectives: Follow the process? Vocabulary, Reading, improvement...
- c. Technique: Is work done well? Finished? Well presented?

*The total Production/Portfolio grade will be 30% of the final exam grade

2. PROFESSIONAL STUDIO WORK (40%) This includes the following:

- a. Compositions, storyboards, sketches
- b. Studio Work - attitude, tardies, absences, work ethic.

3. Additional Criteria

- A final will be given at the conclusion of the course.
- 30% of the final will be the Production/Portfolio grade from the course
- All grades will be based on a 100-point grade scale.
- Every student is expected to participate daily in class.
- Failure to work on a daily basis will result in a 0 for the studio grade.
- Theft or destruction of any materials in the class will be grounds for suspension.
- Late work will be accepted and graded at the discretion of the teacher.

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A = 92 -100
A = 90 - 91
B+ = 88 - 89
B = 82 -87
B- = 80 -81
C+ = 78 -79
C = 72 - 77
C- = 70 - 71
D+ = 68 -69
D = 62 - 67
D- = 60 - 61
F = 59% and below

Scope and Sequence

1. Word Interpretation Illustration
Illustrating an adjective, descriptive word to look like the meaning of the word
2. Word Interpretation on Adobe Photoshop
3. Logo Design - Combining traditional illustration techniques and Photoshop skills
Logo and Logo Type for a Company
Symbols
4. Layout Lesson Lecture, article, questions
5. Poster Contest
Requirements are on a separate paper
6. Graphic Novel Illustration - traditional pen and ink
7. Interior Design
8. Fashion Design
9. Automotive Design
10. Adobe Photoshop lessons
Setting up
Layering
editing
lighting
filters

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