Course Syllabus

Course #7442   Art as Communication   Level 2
 In this course, students will look at and create art that informs, educates, persuades, and provides visual experiences to communicate messages that are vital to our daily lives. Students will be guided by the elements and principles of art and aesthetics in the observation and creation of art. After completing basic projects focused on the use of the art elements and principles, students can expect to explore the following (or similar) themes: typography as image, creative wordplay, visual advocacy (through posters), signage, graffiti, logo design, CD covers and some 3D design. Most projects will be created using traditional two-dimensional materials: paper, paint, pencil, and markers. One or two projects may be computer-based depending upon the availability of the computer lab and laptop carts.

Primary responsibility for the following academic expectations:
Active Learners:
1a: Students will understand and use what they learn
1c. Students will engage in inquiry and self-directed learning
1d: Students will use feedback and self-reflection to extend learning
Resourceful Thinkers:
2a: Students will employ creative thinking skills
2d: Students will make meaningful connections
Effective Communicators:
3b: Students will express knowledge and skill creatively using a variety of media technology and the arts
3c: Students will engage effectively in discussion

I. Learning Objectives
Students who successfully complete this course will have learned:
a. To recognize the design elements and principles as used in successful design
b. To be aware of these concepts when making their own artwork
c. To be aware of the possibilities and use lettering to enhance their designs
d. To experiment with symbols and use them in personal designs
e. To understand the role of color in design and to use it effectively
f. To analyze familiar designs that integrate practical function with aesthetic concerns
g. To develop their own product designs
h. To explore the use of technology in the design process

II. Learning Experiences
 In this course students will:
a. participate in presentations
b. watch demonstrations of techniques with materials
 c. work on individual and group projects during studio time
 d. participate in group discussions and critiques
 e. evaluate their own artwork through written assignments and discussion
 f. explore the use of software for design

g. participate in the annual K-12 Art Festival
h. maintain a portfolio of artwork throughout the year

III. Course Outline
 Students will work on many of the following (or similar) projects:
a. Creating a visual dictionary of the design concepts
b. Reinterpreting a common symbol
c. Designing a personal logo
d. Creative word play: exploring typographic forms to express the meaning of a word
e. Shaping words: using text as part of both a 2D and 3D piece of artwork
f. Creating stationary or business cards
g. Making an understandable sign using symbols only
h. Designing a postage stamp
i. Making posters for events around the school
j. Creating personal graffiti using the program Corefx
k. Representing sounds visually
l. Designing a 3D product (water bottle, shoe, car)
m. Designing a package for a product
n. Designing a CD cover or book cover

 Students will use a wide variety of materials such as:
pencil, colored pencil, watercolor, tempera, acrylic, ink, collage materials, clay, foam- core,
wire, found materials, reproductions, videos and imagery from the internet.