

# Orange High School

## Course Syllabus

### Graphic Arts



#### Course Information

Credits: 2.5

Marking Period: Half Year Course (Semester 1)

Program: CTE – **Graphic Arts**

Class Location: 171

#### Teacher Information

Name: **Ms. F. Martin**

Phone: 973-677-4050

E-Mail: martinfe@orange.k12.nj.us

**Instructor:** Ms. F. Martin - MA New York University, BA Rutgers University

#### **Course Description:**

Students will be instructed on graphic design applications on PC platform. The various software programs and digital applications students will be exposed to include Adobe Creative Suite and Google Apps. Students will learn to design original projects such as advertisements, posters, and t-shirt designs for personal use and for business. Students will leave the course with a strong foundation in graphic design which will enable them to create and sell designs independently. Such a foundation will enhance their prospects for obtaining higher education in the design field and for becoming professional graphic designers.

#### **Course Competencies/ Learning Objectives:**

Students will be able to:

- Analyze and manipulate the dimensions and resolution of an image.
- Utilize Photoshop Selection Tools and Image Adjustments to silhouette and edit parts of an image and create visual effects.
- Create a composite image from two or more photographs with multiple layers, and correctly save the image with proper resolution and file type.
- Research and analyze Surreal imagery.
- Utilize Photoshop Selection Tools and Image Adjustments to silhouette and edit parts of an image and create visual effects.
- Create a composite Surreal image from three or more photographs with multiple layers, and save the image with proper resolution.
- Analyze the building blocks of advertising campaigns.
- Develop effective advertisement campaigns.
- Produce an original advertisement with a brand name, product tagline and original photography edited in Photoshop.
- Produce an original image and text to create social justice posters.
- Conceptualize an effective advertisement for a social issue or activist cause and utilize appropriate typography and imagery.
- Create a social justice poster with an original tagline, a composite image, Photoshop Layer effects and Type Tool effects.

- Present a completed poster project, discussing underlying concept and editing techniques.

### **Student Evaluation**

The grading system for the Career and Technical Education Department at Orange High School is as follows:

Authentic Assessments (9)	-	25%
Tests (4)	-	25%
Quizzes (4)	-	20%
Classwork Assignments and Class Participation	-	20%
Homework (9)	-	10%

### **Attendance Policy:**

#### **Purpose of the Student Attendance Policy**

The purpose of the Orange High School Attendance Policy is to have each student attend all classes, arriving on time and participating fully. Students and parents should familiarize themselves with the provision and procedures of the policy. It is expected that parents will support the intent of the policy and encourage their children to maintain good attendance. Official school attendance is taken during the attendance period daily. Classroom attendance is taken every period.

Students are expected to attend every class, study hall, independent study and homeroom period. Board Policy requires each student to be present for at least 90% of class meetings in order to be eligible to receive credit. The number of absences in each class **MAY NOT EXCEED:**

**18 Cumulative Absences Full Year Course**  
**9 Cumulative Absences Semester Course**  
**5 Cumulative Absences Quarter Course (Health)**  
**14 Cumulative Absences Physical Education**

### **Classroom Expectations:**

1. Students will come to class on time prepared and ready to learn.
2. Students will complete all assignments, including homework, by all deadlines. Make-up work is only accepted after an excused absence. It is your responsibility to see me for your work before or after school.
3. All students will be silent and respectful while other students presenting their projects/films.
4. The teachers and students will work together for a respectful, safe classroom.
5. Participation in class discussions will enhance all students' learning experiences.
6. Students are expected to have all assigned projects completed; this may require some reading to be completed outside of the classroom.
7. Cell phones, iPods, mp3 players, and any other personal electronic items are prohibited in class at any time.

### **Class Requirements:**

Students will be required to complete and pass writing assignments, research projects, tests/exams, and homework. Students will also be required to complete projects outside of class, participate meaningfully and respectfully in classroom discussions, maintain good attendance, have a respectful and positive attitude, and come to class ready to learn!

**Academic Dishonesty:**

Pupils are expected to be honest in all of their academic work. To ensure the integrity of Orange High School's educational program, a strict adherence to our district policy of academic dishonesty will be enforced. Students are expected to be honest in order to learn and grow as responsible and ethical citizens. Any breach of this standard endangers the learning process and impugns the integrity of the entire school community. The purpose of education is to prepare students to become lifelong learners, and dishonesty undermines and inhibits that process. No forms of personal and/or academic misrepresentation are permitted. A student, whether cheating alone or helping another person to cheat, will be subject to the disciplinary procedure.

Students will be expected to:

1. Complete his/her own academic work;
2. Refrain from sharing assignments unless authorized to do so;
3. Refrain from engaging in plagiarism when doing research; and
4. Adhere to classroom academic standards when testing.

The District subscribes to Turnitin.com, an electronic resource for helping to detect and prevent plagiarism. If required to do so by their teachers, students must submit their work to the website before presenting the work to their teacher.

**Definition:**

**Cheating:** is defined as any misrepresentation of one's academic work.

**Personal Misrepresentation:** includes attendance records; presenting falsified notes, passes or names; and any other deliberate misrepresentation to school authorities, other than academic work.

**Academic Misrepresentation:** includes but is not limited to, stealing, copying or providing answers on any homework, quiz, test, exam, report, essay or other school assignments, and using sources without proper documentation (plagiarism) as well as changing grades.

**Methodology**

A combination of lecture, class discussion, presentations, videos, cooperative learning, and problem-based learning will be used in this course. Grades will be determined by the satisfactory and timely completion of assignments. The grade of each assignment is based on the prerequisite given for each assignment. Below is an overview of topic/ units and major assessments/assignments for this course. Please note dates/timeframes are subject to change and are an estimate.

Unit/ Topic	Course Activities	Assessments/Assignments	Timeframe
Composite Images (Photo Editing)	Analyze and manipulate the dimensions and resolution of an image. Utilize Photoshop Selection Tools and Image Adjustments to silhouette and edit parts of an image and	Research and projects.	2 weeks

	create visual effects. Create composite images from two or more photographs with multiple layers and proper resolution.		
Composite Images (Surreal Images)	Research and analyze Surreal imagery. Utilize Photoshop Selection Tools and Image Adjustments to silhouette and edit parts of an image and create visual effects. Create a composite Surreal image from photographs.	Research and projects.	3 weeks
Advertising Campaigns	Analyze the building blocks of advertising campaigns. Develop effective advertisement campaigns. Produce an original advertisement with a brand name, product tagline and original photography edited in Photoshop.	Research and projects.	5 Weeks
Social Justice Posters	Conceptualize an effective advertisement for a social issue or activist cause and utilize appropriate typography and imagery. Create a social justice poster with an original tagline, a composite image, and typography special effects. Present a completed poster project, discussing underlying concept and editing techniques.	Research, projects, tests, presentations.	7 Weeks

Please acknowledge that you have read and understand the information explained above. Students will return this page to their teachers one week from the date the syllabus is received by the student.

\_\_\_\_\_  
Student Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Parent/Guardian Signature

\_\_\_\_\_  
Print Name

## CTE Addendum/ Standards - Graphic Arts

### Unit 1 - Composite Images

9.3.12.AR.4 Analyze the legal and ethical responsibilities required in the arts, audio/visual technology and communications workplace.

9.3.12.AR.5 Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways.

9.3.12.AR.6 Evaluate technological advancements and tools that are essential to occupations within the Arts, A/V Technology & Communications Career Cluster.

9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.

9.3.12.AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.

9.3.12.AR-PRT.2 Demonstrate the production of various print, multimedia or digital media products.

#### Visual and Performing Art Standards:

1.2.12prof.Cr1b: Organize and design artistic ideas for media arts productions.

1.5.12acc.Cr2a: Through experimentation, practice and persistence, demonstrate acquisition of skills and knowledge in a chosen art form.

1.2.12acc.Cr1a: Strategically use generative methods to create multiple ideas and refine artistic goals that increase aesthetic depth.

1.5.12adv.Cr2a: Experiment, plan and make multiple works of art and design that explore a personally meaningful theme, idea, or concept.

1.5.12adv.Cr2b: Demonstrate understanding of the importance of balancing freedom and responsibility in the use of images, materials, tools and equipment in the creation and circulation of creative work.

#### Technology/Computer Science and Design Thinking

9.4.12.TL.1: Assess digital tools based on features such as accessibility options, capacities, and utility for accomplishing a specified task (e.g., W.11-12.6.).

8.2.12.ED.6: Analyze the effects of changing resources when designing a specific product or system (e.g., materials, energy, tools, capital, labor).

9.4.12.IML.1: Compare search browsers and recognize features that allow for filtering of information.

#### Interdisciplinary Standard(s)

8.G.A.1 Verify experimentally the properties of rotations, reflections, and translations. a. Lines are transformed to lines and line segments to line segments of the same length b. Angles are transformed to angles of the same measure c. Parallel lines are transformed to parallel lines

8.G.CO D. Make geometric constructions 12. Make formal geometric constructions with a variety of tools and methods (compass and straightedge, string, reflective devices, paper folding, dynamic geometric software, etc.). Copying a

segment; copying an angle; bisecting a segment; bisecting an angle; constructing perpendicular lines, including the perpendicular bisector of a line segment; and constructing a line parallel to a given line through a point not on the line

8.G-MG A.1 Apply geometric concepts in modeling situations 1. Use geometric shapes, their measures, and their properties to describe objects (e.g., modeling a tree trunk or a human torso as a cylinder).

8.G-MG A.3. Apply geometric methods to solve design problems (e.g., designing an object or structure to satisfy physical constraints or minimize cost; working with typographic grid systems based on ratios).

## **Unit 2 -Advertising Campaigns**

9.3.12.AR.1 Analyze the interdependence of the technical and artistic elements of various careers within the Arts, A/V Technology & Communications Career Cluster.

9.3.12.AR.2 Analyze the importance of health, safety and environmental management systems, policies and procedures common in arts, audio/video technology and communications activities and facilities.

9.3.12.AR.3 Analyze the lifestyle implications and physical demands required in the arts, audio/visual technology and communications workplace.

9.3.12.AR.4 Analyze the legal and ethical responsibilities required in the arts, audio/visual technology and communications workplace.

9.3.12.AR.5 Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways.

9.3.12.AR.6 Evaluate technological advancements and tools that are essential to occupations within the Arts, A/V Technology & Communications Career Cluster.

9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.

9.3.12.AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.

9.3.12.AR-TEL.3 Demonstrate decision making, problem-solving techniques and communication skills when providing services for customers.

9.3.12.AR-PRT.2 Demonstrate the production of various print, multimedia or digital media products.

9.3.12.AR-PRT.3 Perform finishing and distribution operations related to the printing process.

1.2.12.prof.Cr1b: Organize and design artistic ideas for media arts productions.

1.2.12.acc.Cr1a: Strategically use generative methods to create multiple ideas and refine artistic goals that increase aesthetic depth.

1.5.12.acc.Cr2b: Demonstrate awareness of ethical implications of making and distributing creative work.

1.5.12.acc.Cr2a: Through experimentation, practice and persistence, demonstrate acquisition of skills and knowledge in a chosen art form.

1.5.12.acc.Re7b: Evaluate the effectiveness of visual artworks to influence ideas, feelings, and behaviors of specific audiences.

1.5.12.adv.Cr1a: Visualize and generate art and design that can affect social change.

1.5.12.adv.Cr1b: Choose from a range of materials and methods of traditional and contemporary artistic practices, following or breaking established conventions, to plan the making of multiple works of art and design based on a theme, idea or concept.

## Technology/Computer Science and Design Thinking

9.4.12.TL.1: Assess digital tools based on features such as accessibility options, capacities, and utility for accomplishing a specified task (e.g., W.11-12.6.).

9.4.12.DC.1: Explain the beneficial and harmful effects that intellectual property laws can have on the creation and sharing of content (e.g., 6.1.12.CivicsPR.16.a).

8.2.12.ED.6: Analyze the effects of changing resources when designing a specific product or system (e.g., materials, energy, tools, capital, labor).

## Interdisciplinary Standards

RL.11-12.4. Determine the meaning of words and phrases as they are used in the text, including figurative and connotative meanings; analyze the impact of specific word choices on meaning and tone, including words with multiple meanings or language that is particularly fresh, engaging, or beautiful. (e.g., Shakespeare as well as other authors.)

7.1.IH.IPRET.5: Infer the meaning of some unfamiliar words and phrases in new formal and informal contexts.

## Unit 3 Social Justice Posters

9.3.12.AR.1 Analyze the interdependence of the technical and artistic elements of various careers within the Arts, A/V Technology & Communications Career Cluster.

9.3.12.AR.2 Analyze the importance of health, safety and environmental management systems, policies and procedures common in arts, audio/video technology and communications activities and facilities.

9.3.12.AR.3 Analyze the lifestyle implications and physical demands required in the arts, audio/visual technology and communications workplace.

9.3.12.AR.4 Analyze the legal and ethical responsibilities required in the arts, audio/visual technology and communications workplace.

9.3.12.AR.6 Evaluate technological advancements and tools that are essential to occupations within the Arts, A/V Technology & Communications Career Cluster.

9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.

9.3.12.AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.

9.3.12.AR-VIS.1 Describe the history and evolution of the visual arts and its role in and impact on society.

9.3.12.AR-TEL.3 Demonstrate decision making, problem-solving techniques and communication skills when providing services for customers.

9.3.12.AR-PRT.2 Demonstrate the production of various print, multimedia or digital media products.

9.3.12.AR-PRT.3 Perform finishing and distribution operations related to the printing process.

1.5.12acc.Cr2a: Through experimentation, practice and persistence, demonstrate acquisition of skills and knowledge in a chosen art form.



- 1.2.12acc.Cr1a: Strategically use generative methods to create multiple ideas and refine artistic goals that increase aesthetic depth.
- 1.5.12acc.Cr2a: Through experimentation, practice and persistence, demonstrate acquisition of skills and knowledge in a chosen art form.
- 1.5.12acc.Re7b: Evaluate the effectiveness of visual artworks to influence ideas, feelings, and behaviors of specific audiences.
- 1.5.12acc.Cr1b: Choose from a range of materials and methods of traditional and contemporary artistic practices to plan works of art and design.
- 1.5.12adv.Cr1a: Visualize and generate art and design that can affect social change.

#### Technology/Computer Science and Design Thinking

- 9.4.12.TL.1: Assess digital tools based on features such as accessibility options, capacities, and utility for accomplishing a specified task (e.g., W.11-12.6.).
- 9.4.12.IML.1: Compare search browsers and recognize features that allow for filtering of information.
- 9.4.12.IML.3: Analyze data using tools and models to make valid and reliable claims, or to determine optimal design solutions (e.g., S-ID.B.6a., 8.1.12.DA.5, 7.1.IH.IPRET.8)
- 8.2.12.ED.6: Analyze the effects of changing resources when designing a specific product or system (e.g., materials, energy, tools, capital, labor).

#### Interdisciplinary Standards)

- RI.2.7. Explain how specific illustrations and images (e.g., a diagram showing how a machine works) contribute to and clarify a text.
- RL.11-12.4. Determine the meaning of words and phrases as they are used in the text, including figurative and connotative meanings; analyze the impact of specific word choices on meaning and tone, including words with multiple meanings or language that is particularly fresh, engaging, or beautiful. (e.g., Shakespeare as well as other authors.)
- 7.1.IH.IPRET.5: Infer the meaning of some unfamiliar words and phrases in new formal and informal contexts.