



## Commercial Art I

### **Actual Teacher Contact:**

Students may be expected to attend required face-to-face meetings (if applicable) or make arrangements with the instructor to attend meetings, field trips, seminars, etc.

### **Student to Teacher Communication:**

Students must maintain regular and responsive communication with the instructor and Ms. Bruck, the School Counselor. Communication includes emails, text messages, messages in Moodle, and/or returning phone calls from Step Ahead staff.

### **Attendance:**

Attendance is defined as continuous active engagement with the learning process and making continuous progress in this course. Each student is expected to login to the Step Ahead Model five days each school week as listed in the Step Ahead School Calendar.

#### *Progress:*

For a student to make continuous progress, each student should expect to go online 6-8 hours a week to read texts, do assignments, turn in work, discuss class topics with peers online, meet with the student's teacher during office hours online, and turn in all required assignments.

#### *Excused/unexcused Absence:*

The school will determine if an absence is excused or unexcused. Students will be excused from school due to illness or family emergencies when a parent calls the school on the morning of the absence. All other absences are to be prearranged by sending a request to the attendance office requesting permission to be excused from school.

#### *How to Report an Absence:*

An absence may be reported by a parent or guardian by calling the Step Ahead attendance line (763-433-4006).

### **Academic Support Available to Online Students:**

If a student is having difficulty with this course, there are three ways to remedy this:

1. Contact the instructor by email, text message, or message in the Moodle Site.
2. Contact Ms. Katie Bruck, School Counselor, by Phone (763-433-4049) or email ([Katie.Bruck@anoka.k12.mn.us](mailto:Katie.Bruck@anoka.k12.mn.us)).
3. Contact Mr. Scott Arcand, the Online Learning Specialist, by phone (763-506-7734) or email ([scott.arcand@anoka.k12.mn.us](mailto:scott.arcand@anoka.k12.mn.us)).

### **Communication With Enrolling District:**

#### *Format and frequency of progress reports:*

Grades will be posted and updated every Friday. Students and parents/guardians will have access to the grade book. Progress reports will be sent out at the half way point of the trimester.

#### *Submission of the final grade and credits earned to enrolling district:*

You are expected to complete this course by the end of the trimester and that if you get ill, or otherwise have complications that prohibit you from finishing; you will need to contact the teacher through Moodle and the Online Learning Specialist via by phone at (763-506-7734) or email ([scott.arcand@anoka.k12.mn.us](mailto:scott.arcand@anoka.k12.mn.us)). Final grades and credits will be transcribed approximately thirty days after the course is completed.

**Course Outline**

**Course Name:** Commercial Art I

**Course Credit:** .5 credit

**Course Pre-requisites:** none

**Course Goals and Objectives:** Commercial Art is a One Trimester course that will teach Design for commercial purposes. This class fulfills one half of the graduation requirement in Fine Arts. Students will learn the foundations of good design. Students will focus on the elements and principles of design and discuss these ideas through critique. This class uses both conventional techniques, such as drawing, and the computer to solve design problems.

When you finish this course, you will be able to:

- Communicate information and ideas graphically
- Identify the intentions of a visual design
- Apply the basic principles of design in your own artwork
- Relate the design elements and principles in a visual design to its history and culture
- Solve design problems creatively and efficiently
- Apply creativity to create innovative and effective designs

**Required Books/Materials:** Graphic Style / Foundations of Graphic Design and various online reading materials

**Software required:** Adobe Photoshop and Adobe Illustrator or Equivalent - Sumo Paint and Inkscape, Connection to the internet, and a digital camera or scanner.

**Minimum Technical Requirements:** Students must access the Internet.

**Final Examination:** District

**Extra Credit Option:** Though extra credit is not available, students are able to resubmit written assignments to demonstrate additional learning and achieve higher scores.

**Assessment of Student Work****Assignments and Exams:****Grading**

Grades will be posted via A-H Connect. Grades will be updated 1 week after projects are due. Mid Term grade and end of term grade reporting, can be printed by the student, at the appropriate time in the Trimester. Student will have 2 weeks after the end of the term to make up any late work or assignments missed during the trimester.

**Overview of the Course**

**Unit 1: What is Commercial Art and Design?** 9.1.1.5.4 and 9.1.3.5.1

This unit will introduce the definition and purpose of commercial art and design. You will also learn the importance of using media to convey an idea to an audience. As you learn to use the design process, you will begin to create your own images.

1 Assignment	20pts
1 Discussion/Critique	20pts

### **Unit 2: Illustrator/Inkscape 9.1.2.5.1**

This unit will introduce the drawing and layout program on the computer that will be used throughout the course. Students will create a project in the program to show basic knowledge of the program.

1 Project	
“Keith Haring Grafitti”	50pts

### **Unit 3: Elements of Design 9.1.1.5.1 and 9.1.3.5.1**

This unit will discuss the characteristics and qualities of six basic elements of design: line, shape, color, texture, and value. You will learn to apply these elements to the creation and analysis of designs.

1 Assignment	20pts
1 Discussion/Critique	20pts

### **Unit 4: Principles of Design 9.1.1.5.2 and 9.1.3.5.1**

In this unit, you will learn about the principles of design by studying examples. You will also have the opportunity to identify and implement each design principle for yourself. Students will then show what they know about the Principles by creating a project using type as an image.

1 Discussion/Critique	20pts
1 Project	
“Principles Letter Project”	50pts

### **Unit 5: Psychological Reasoning for Design Choices and History of Graphic Design 9.1.1.5.3 and 9.1.3.5.1**

Students will study the psychological reasons for design placement and the reasons for such choices. This unit will also summarize the history of graphic design. You will learn how understanding the history of graphic design benefits designers today. Students will also be able to distinguish specific styles and reasons through the critique of selected works.

2 Discussion/Critique	20pts
1 Project	
“Black Square Problem”	50pts

### **Unit 6: Visual Identity - 9.1.2.5.1, 9.1.3.5.1, 9.2.1.5.1**

Students will learn how to create a Visual Identity or Logo through the use of the Elements and Principles of Design, Psychological reasoning behind design choices and the History of Graphic Design.

1 Project	
“Visual Identity”	100pts
Mid Term Test	100pts



## Commercial Art I

### Unit 7: Photoshop/Sumo Paint 9.1.2.5.1

Students will learn how to use Photoshop/Sumo Paint to enhance design.  
Basic digital imaging will be taught.

1 Discussion/Critique	20pts
1 Project	
“Digital Imaging Basics”	50pts

### Unit 8: Layout/Grids 9.2.1.5.1, 9.2.1.5.2, 9.2.1.5.3

This unit will introduce the basic guidelines for designing an effective layout. Students will then design

1 Discussion/Critique	20pts
1 Project	
“Poster Design”	100pts

<b>Final Test</b>	100pts
-------------------	--------

Total	760pts
-------	--------

**Make-Up Policy:** Students are responsible for contacting the instructor when they miss coursework, class discussions, or assessments. Students will then have two class days to complete any coursework missed. For example, if a student misses coursework on a Monday, that day’s work must be made up by Wednesday. If a student misses coursework on a Thursday, they will have until Monday to make up that work.

**Academic Dishonesty:** If a student is guilty of academic dishonesty, that student will receive no credit for the assignment/test/activity, and the parent/guardian and school administrator will be contacted. Academic dishonesty includes copying someone else’s work, using notes (paper or electronic) on a closed book test, consulting with others during a test, turning in another’s work as one’s own, or working in pairs or groups for an individually graded assignment. If a student is guilty of academic dishonesty a second time during a course, that student will receive no credit for that course.

## Academic Graduation Standards

Industry Standards