



Name of School: **Davenport High School**

Name of Course: **Commercial Art (118911)**

Instructor Information

Name: Central, North, West, and Kimberly Center East

Email: name (last name + initial of first name)@davenportschools.org

School Phone: Central - 563-323-9900 ... West - 563-386-5500 ... North - 563-388-9880...

Kimberly Center East - 563-386-5840

Best Time: ½ hour before and after school

Course Description

This course will introduce students to the mediums, techniques, psychology, history, employment opportunities, and design principles of art created for commercial purposes. Areas covered may include lettering, illustration, airbrush painting, computer graphics, layout and various printing processes. There is an additional fee for materials.

District Standards and Power Benchmarks

Visual Arts Standard:

Students will understand, produce and value visual art

Power Benchmark:

Students will process, analyze and respond to sensory information through the language and skills unique to the visual arts. (Artistic Perception)

Students will use media, techniques, and processes to communicate ideas, experiences, feelings, and stories. (Creative Process)

Students will understand the historical contributions and cultural dimensions of the visual arts. (History and Culture)

Students will respond to, analyze, and make judgments about works in the visual arts. (Art Criticism)

National Standards:

Understanding and applying media, techniques, and processes

Using knowledge of structures (e.g. sensory qualities, organizational principles, expressive features) and functions of art

Choosing and evaluating a range of subject matter, symbols, and ideas

Understanding the visual arts in relation to history and cultures

Reflecting upon and assessing the characteristics and merits of their work and the work of others

Making connections between visual arts and other disciplines

Course Information

Course Length: One term...1 hour and 30 minutes, daily

Elective Course

.5 credits awarded (.25 per quarter at Kimberly Center East)

No prerequisite

Course Outline/Calendar

List of Units:

Unit 1 - Introduction to Course

Chapter 1 - Applications of Commercial Art

Chapter 2 - Terminology and Processes

Unit 2 – Lettering

Chapter 1 - Hand Lettering

Chapter 2 - Calligraphy

Unit 3 – Business Applications

Chapter 1 - Logo

Chapter 2 - Letterhead

Unit 4 - Illustration

Chapter 1 - Styles

Chapter 2 - Techniques/Mediums

Text/Other Required Materials/Resources

Text books are kept in the art room. Art history books may be found in the room and also in the library for any research project or further knowledge of a certain topic.

Instructional Procedures & Support

- Cooperative learning, hands on lab work, and lecture.
- Note taking, compare and contrast, higher order thinking skills, and critiquing.
- Listening to directions, completing projects, classroom participation.
- Homework expectations – meet assignment deadlines.
- Make-up work - Before and after school or at home if applicable.
- All make-up work is due by Mid-term and before finals.
- Students are encouraged to ask questions during class, before and after school and peer tutoring.

Classroom Management Procedures

Classroom behavior guidelines and attendance procedures will follow school policies as stated in the current student handbook. Additional procedures and behavior guidelines may be adopted, as projects and instruction require.

Davenport Community Schools K-12 Visual Arts Guidelines

Student Artwork shall not depict these items:

Criminal Acts

Tobacco, Liquor, and Controlled Substances

Assaults & Threats to Others

Gang Activities or Symbols/Paraphernalia

Weapons

See Davenport School Board Policy 504.01

<http://www.davenport.k12.ia.us/schoolboard/bpolicy/504.asp>

Assessment Plan

Projects are graded using the following criteria: aesthetic content, craftsmanship, effort, and following directions. Students will be encouraged to enter into the evaluation process by using rubrics and standard critique procedures using Elements and Principles of Art.

Progress reports will be distributed to communicate course standings.

A final assessment activity will be utilized to evaluate student's level of proficiency.

A presentation and critique will be required, to bring closure to the student's final assessment activity during the time allotted for course finals.

Grading System

Following the Davenport Community School District Guidelines, the grading scale is as follows:

90-100 % A

80-89% B

70-79% C

60-69% D

59-Below F