

El Monte Union High School District – Career Technical Education

7212 ADVANCED GRAPHIC DESIGN (AP 2D STUDIO ART)

DATE:

INDUSTRY SECTOR: Arts, Media and Entertainment Sector

PATHWAY: Design, Visual and Media Arts - Graphic Design

CALPADS TITLE: Advanced Graphic Design (Capstone)

CALPADS CODE: 7212

HOURS:

Total	Classroom	Laboratory/CC/CVE
180	30	150

JOB TITLE	O*NET CODE	JOB TITLE	O*NET CODE
Art Directors	27-1011.00	Graphic Designers	27-1024.00
Multimedia Artists and Animators	27-1014.00	Advertising and Promotions Managers	11-2011.00
Desktop Publishers	43-9031.00	Cartographers and Photogrammetrists	17-1021.00

COURSE DESCRIPTION:

AP® Studio Art is not based on a written exam; instead, students submit portfolios at the end of the school year. AP Studio Art: 2-D Design Portfolio requires student to produce a minimum of 15 works of art that reflect issues related to 2-D design. These works may include traditional as well as experimental approaches to 2-D design. In building the portfolio, students experience a variety of concepts, techniques and approaches designed to help them demonstrate their abilities as well as their versatility with techniques, and problem solving. Students will submit images and writing to document their inquiry-guided investigation through practice, experimentation, and revision. Their portfolio will include a Sustained Investigation and Selected Works of art that investigates an idea of personal interest to them. Graphic design, digital imaging, photography, collage, fabric design, illustration, painting, and printmaking, are all appropriate means for expressing design principles. The AP Studio Art Portfolio course is designed for students who are seriously interested in the practical experience of art and wish to develop mastery in the concept, composition, and execution of their ideas.

A-G APPROVAL: F

ARTICULATION: None

DUAL ENROLLMENT: None

PREREQUISITES:

Prerequisite
Introduction to Graphic Design
Intermediate Graphic Design

METHODS OF INSTRUCTION

- Direct instruction
- Group and individual applied projects
- Multimedia
- Demonstration
- Field trips
- Guest speakers

STUDENT EVALUATION:

- Student projects
- Written work
- Exams
- Observation record of student performance
- Completion of assignment

INDUSTRY CERTIFICATION:

- None

RECOMMENDED TEXTS:

- Design Community College Inc.; Design Thinking Process & Methods Manual; Robert Curedale
- W&J; Art College Admissions; Wook Choi, Justin Rhee
- Sessions.edu Instructors; Graphic Design Portfolio-Builder; Nat Gertler,

PROGRAM OF STUDY

Grade	Fall	Spring	Year	Course Type	Course Name
9, 10, 11, 12				Introductory	Introduction to Graphic Design
10, 11, 12				Concentrator	Intermediate Graphic Design
11, 12				Capstone	7212 Advanced Graphic Design (AP 2D Studio Art)

I.	ART MOVEMENTS	CR	Lab/ CC	Standards
	<p>1. Art History</p> <ol style="list-style-type: none"> 1. Understand the nature of art, art making, and our responses to it. 2. Develop an in-depth understanding of individual works of art from diverse cultures. 3. Develop an understanding of the relationships among these works. 4. Practice the essential skills of visual, contextual, and comparative analysis. <p>2. Art Movements</p> <ol style="list-style-type: none"> 1. Create different art pieces relate to art movement from discussion. 2. Critique of created artwork and its reference to the art movment. 3. Test 	14	16	<p>Academic:</p> <p>LS: 11-12.1, 11-12.3 RSL: 11-12.1, 11-12.3 RSIT: 11-12.2 RHSS: 11-12.1, 11-12.5, 11-12.9 RLST: 11-12.1, 11-12.10, 11-12.3, 11-12.9 WS: 11-12.1, 11-12.9 WHSST: 11-12.9 AD : 12.10, 12.8 WH: 10.3</p> <p>CTE Anchor:</p> <p>Communications: 2.3, 2.6 Career Planning and Management: 3.1, 3.8, 3.9 Technology: 4.1, 4.3 Problem Solving and Critical Thinking: 5.3, 5.4 Health and Safety: 6.1, 6.2, 6.3, 6.6 Responsibility and Flexibility: 7.5 Ethics and Legal Responsibilities: 8.1, 8.5, 8.7 Leadership and Teamwork: 9.6, 9.7 Technical Knowledge and Skills: 10.1, 10.2, 10.3 Demonstration and Application: 11.1, 11.5</p> <p>CTE Pathway:</p> <p>A1.1, A1.3, A1.5, A1.7, A1.8, A1.9, A2.1, A2.4, A2.5, A2.9, A3.1, A3.2, A4.1, A4.6, A5.1, A5.2, A5.5, A6.1, A6.3, A7.3, A8.1, A8.6, A8.7</p>
II.	ILLUSTRATION	CR	Lab/ CC	Standards

	<ol style="list-style-type: none"> 1. Drawing <ol style="list-style-type: none"> 1. Perspective Drawing 2. Still Life 3. Charcoal 4. Pastels 2. Painting <ol style="list-style-type: none"> 1. Watercolor 2. Acrylic 3. Ink 4. Self Portraits 3. Illustration <ol style="list-style-type: none"> 1. Book Illustrations 2. Character Design 3. Posters 	4	31	<p>Academic: LS: 11-12.1, 11-12.3 RSL: 11-12.1, 11-12.2 RSIT: 11-12.2 WS: 11-12.1 WHSST: 11-12.2 G-GMD: 4 G-MG: 1 G-SRT: 1 SEP: 2 CC: 1 AD : 12.8</p> <p>CTE Anchor: Communications: 2.5 Career Planning and Management: 3.1, 3.2, 3.4, 3.9 Technology: 4.4 Problem Solving and Critical Thinking: 5.1 Health and Safety: 6.3, 6.6, 6.7 Responsibility and Flexibility: 7.8 Ethics and Legal Responsibilities: 8.1, 8.3, 8.4, 8.5, 8.6, 8.7 Technical Knowledge and Skills: 10.1, 10.4 Demonstration and Application: 11.1, 11.5</p> <p>CTE Pathway: A1.2, A1.1, A1.3, A2.9, A2.3, A2.1, A2.4, A3.1, A3.4, A4.2, A4.6, A5.5, A5.6, A7.1, A7.2, A8.1, A8.3, A8.4</p>
III.	BRANDING AND TYPOGRAPHY	CR	Lab/CC	Standards
	<ol style="list-style-type: none"> 1. Branding for Company or Individual <ol style="list-style-type: none"> 1. Logo 2. Product 3. Packaging 4. Advertising 2. Typography <ol style="list-style-type: none"> 1. Magazine 2. Brochure 	4	31	<p>Academic: LS: 11-12.1, 11-12.2 RSL: 11-12.10 RSIT: 11-12.2 RLST: 11-12.4 WS: 11-12.2, 11-12.9 AD : 12.8</p> <p>CTE Anchor: Technology: 4.1</p>

				Problem Solving and Critical Thinking: 5.1 Health and Safety: 6.1, 6.2, 6.6, 6.7 Responsibility and Flexibility: 7.1, 7.3, 7.8 Ethics and Legal Responsibilities: 8.3, 8.4, 8.6 Leadership and Teamwork: 9.1 Technical Knowledge and Skills: 10.1, 10.3 Demonstration and Application: 11.1, 11.2, 11.5 CTE Pathway: A1.2, A1.3, A1.1, A1.4, A2.1, A2.3, A2.4, A2.5, A3.5, A3.1, A4.6, A5.3, A5.5, A5.6, A7.1, A7.3, A8.7
IV.	PHOTOGRAPHY AND DIGITAL MEDIA	CR	Lab/CC	Standards
	1. Photography <ul style="list-style-type: none"> 1. Prespective 2. Portraits 3. Nature 4. Color 2. Digital Media <ul style="list-style-type: none"> 1. Photoshop <ul style="list-style-type: none"> 1. Alter images 2. Collage 2. Illustrator <ul style="list-style-type: none"> 1. Poster Design 3. Website <ul style="list-style-type: none"> 1. Personal Website for Portfolio 	4	31	Academic: LS: 11-12.1, 11-12.5 WS: 11-12.2 AD : 12.8 CTE Anchor: Communications: 2.2, 2.6 Career Planning and Management: 3.1, 3.2, 3.7, 3.9 Technology: 4.1, 4.2, 4.3, 4.4, 4.5, 4.6 Problem Solving and Critical Thinking: 5.1, 5.4 Health and Safety: 6.1, 6.2, 6.3, 6.7 Responsibility and Flexibility: 7.3, 7.5 Ethics and Legal Responsibilities: 8.3, 8.7 Leadership and Teamwork: 9.1, 9.7 Technical Knowledge and Skills: 10.1, 10.2, 10.3 Demonstration and

				Application: 11.1, 11.2, 11.3, 11.4, 11.5 CTE Pathway: A1.4, A1.5, A1.1, A1.2, A1.3, A2.1, A2.5, A2.9, A3.1, A3.6, A4.1, A4.4, A4.5, A4.6, A5.6, A5.5, A5.1, A5.4, A5.7, A6.1, A6.2, A7.1, A7.5, A8.1, A8.2, A8.3, A8.7, A8.5, A8.6
V.	PORTFOLIO AND AREA OF INTEREST	CR	Lab/CC	Standards
	1. Area of Interest <ul style="list-style-type: none"> 1. 6 original art pieces within a theme 2. Art media of choice 3. Subject matter of choice 4. Career 2. Portfolio <ul style="list-style-type: none"> 1. 15 original portfolio art pieces 2. Written description and process explained 3. Upload to personal website and AP website 	4	41	Academic: LS: 11-12.1, 11-12.3 RSL: 11-12.1 RSIT: 11-12.1, 11-12.6 RHSS: 11-12.2, 11-12.8 WS: 11-12.10, 11-12.2, 11-12.4, 11-12.5, 11-12.6, 11-12.7 WHSST: 11-12.4, 11-12.5 PE: 12.2, 12.4 CTE Anchor: Communications: 2.2, 2.4, 2.6 Career Planning and Management: 3.1, 3.2, 3.4, 3.8 Technology: 4.1, 4.2, 4.3, 4.4, 4.5, 4.6 Problem Solving and Critical Thinking: 5.1 Health and Safety: 6.1, 6.3, 6.6, 6.7 Responsibility and Flexibility: 7.1, 7.2, 7.6, 7.7, 7.8 Ethics and Legal Responsibilities: 8.1, 8.3, 8.4, 8.5, 8.6, 8.7 Leadership and Teamwork: 9.1, 9.2, 9.3, 9.4, 9.5, 9.6, 9.7 Technical Knowledge and Skills: 10.1, 10.2, 10.3, 10.4

			Demonstration and Application: 11.1, 11.2, 11.3, 11.4, 11.5
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CTE Pathway:

A1.1, A1.5, A1.4, A1.9, A2.1, A2.7, A2.8, A2.2, A2.3, A3.1, A3.5, A3.4, A4.3, A4.4, A4.2, A4.6, A5.1, A5.4, A5.2, A5.6, A6.1, A8.2, A8.4, A8.7

Entered by:

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