

STRATFORD PUBLIC SCHOOLS

Art Department* – Advertising Art/Graphic Design

Curriculum Scope and Sequence

** Units in all Visual Art courses are cumulative. Students will be expected to utilize and combine skills and knowledge from previous units and courses as they move forward to create and respond to a continuum of artwork in each course.*

Concept/Units		Application – Students will:
HIGH SCHOOL	Graphic Design Foundations	<ul style="list-style-type: none">• Analyze and interpret art works in terms of cultural and historical context and purpose.• Interpret and understand ideas and functionality through Graphic Design.• Analyze and interpret art works in terms of cultural and historical context and purpose.• Interpret and understand ideas and functionality through Graphic Design.
	Design Principles	<ul style="list-style-type: none">• Use materials to create design solutions to a variety of design challenges.• Create successful design solutions for various exercises, involving the art elements, principles and color theory.• Compare and contrast examples of good and bad design solutions, further developing and refining their personal aesthetic.
	Typography	<ul style="list-style-type: none">• Use computer programs and hands on methods & materials to create logo designs.• Develop concepts of how typographical forms affect space in a design.• Identify and apply the various characteristics of type to create design solutions.• Use knowledge of typography to design effective logos for real world application.• Use artistry with typography to communicate an effective message.• Use knowledge of typography to design effective business cards and stationary for real world application.• Study the various fonts and historical context of type in design.

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Concept/Units	Application – Students will:
Advertising Design	<ul style="list-style-type: none">• Use computer programs and hands on methods & media to produce collateral advertising materials.• Develop concepts of how design affects advertising.• Work collaboratively to produce design solutions to real world advertising projects.• Use graphic design elements, principles, and learned knowledge of advertising to design effective posters.• Use graphic design elements, principles, and learned knowledge of advertising to design effective print ads.• Use graphic design elements, principles, and learned knowledge of advertising to design effective menus.• Use graphic design elements, principles, and learned knowledge of advertising to design effective brochures.• Use graphic design elements, principles, and learned knowledge of advertising to design effective album covers.• Use graphic design elements, principles, and learned knowledge of advertising to design effective t-shirts.• Use graphic design elements, principles, and learned knowledge of advertising to design effective school play program book ads.• Work collaboratively to design effective ad campaigns.

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Concept/Units	Application – Students will:
Book/Magazine Design	<ul style="list-style-type: none">• Use computer programs and hands on methods & media to produce various book and magazine designs.• Develop concepts of how design affects books and magazines.• Work independently and collaboratively to produce design solutions to real world book and advertising projects.• Use a variety of media and methods to create a personal Art Book.• Use a variety of media and methods to create a magazine spread.• Work collaboratively to design an effective school play program book.
Packaging Design	<ul style="list-style-type: none">• Use computer programs and hands on methods & media to produce various 3-dimensional package designs.• Develop concepts of how design influences effective packaging.• Create design solutions to real world packaging projects.• Use a variety of media and methods to create a box design for a product.• Use a variety of media and methods to create a shopping bag design.
Computer Programs	<ul style="list-style-type: none">• Learn through tutorials, hand-outs, and direct instruction on how the various computer programs work.• Develop proper skills in creating and organizing computer files.• Work efficiently in the computer programs.• Use a variety of computer skills and techniques to create type designs.• Use a variety of computer skills and techniques to create advertising designs.• Use a variety of computer skills and techniques to create book and magazine designs.• Use a variety of computer skills and techniques to create packaging designs.