Commercial and Advertising Art

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Course Description:

This is a course in the applied visual arts that prepares individuals to use artistic techniques to effectively communicate ideas and information to business and consumer audiences via illustrations and other forms of digital or printed media. Instruction includes training in concept design, layout, paste-up, and techniques such as engraving, etching, silkscreen, lithography, offset, drawing and cartooning, painting, collage, and computer graphics. These courses are based on the state task list.

Basic Objectives:

* Students will build a vocabulary suitable to discussing the visual arts, their elements and principles.
* Students will develop increased skills in communicating visually.
* Students will be able to understand and use color, value, space, balance, and typography.
* Students will use technology (Adobe Creative Suite) properly.
* Students will increase their visual literacy and will develop skills vital to discussing, assessing, and evaluating works of art.
* Students will solve visual problems enabling them to become more complex thinkers and problem solvers.

Performance Requirements:

* Students will be expected to attend regularly and be ON TIME. This is a participation-based class.
* Students will be held responsible for making up any work that may have been missed during an absence. This work may be made up at home, or after school as arranged with the teacher. Students will be given the same amount of days missed to make up their work; however **UNEXCUSED ABSENCES** cannot be made up.
* Students are expected to do their **BEST** work and be **POSITIVE**. Art is fun!
* There is a direct correlation between what you put into this class and what you get out of it.

Grading:

* Grading will be based upon major projects, daily assignments,, individual progress, class participation, and tests or quizzes. A total points system for projects, assignments, and tests similar to the following will be used:

94-100% A 84-86% B 74-76% C 64-66% D

90-93% A- 80-83% B- 70-73% C- 60-63% D-

87-89% B+ 77-79% C+ 67-69% D+ 0-59% F

* CLASS PARTICIPATION: consists of 5 points per day (30% of you final grade) that are earned by the student for attendance, preparedness, staying on task and general good behavior. Points may be taken according to the discretion of the teacher. Tardies are worth 2 points. After the fourth tardy they are worth 5. Class Participation points may be made up for excused absences only. See Mrs. Dajany about make-up work.
* HOMEWORK: Most assignments will be completed in class. Time outside of class is sometimes used by highly motivated students or by students who do not use class time wisely.
* LATE WORK: will be worth half credit. That means half the credit earned. **NO EXEPTIONS!** You will have two weeks after the last day we work on the project in class to make up the assignment for full credit. This is Commercial Art. Meeting deadlines is **VITAL.**
* End of Term: All assignments, late work, and extra credit will be due by the dead day, which will be exactly one week before the end of term. No negotiations past that point.
* Open Studio: Is a great opportunity for students to get help from their teacher, remediate missing work and/or make up NC’s. It will be held every Wednesday from 2:15-3:30 as well as the second Monday of each month from 1:15-2:45.

Class Policies:

* Students are expected to come to class **ON TIME** and prepared with all supplies needed for the class. The supplies needed vary depending on what project we are working on.
* Each student will be expected to adhere to all rules and policies indicated by the Alpine School District and Westlake High School including the tardy, attendance, acceptable internet use, and dress code policies.
* Students will be allowed to leave the classroom at the teacher’s discretion. If hall passes are abused students will lose the privilege.

Rules to Live By:

Take care of yourself.

Take care of others.

Take care of this place.

Discipline Policy:

I expect students to be mature and self motivated. If behavior is not appropriate, I will speak with the student privately about the issue. If the situation does not improve, parents will be contacted. If the problem persists, the student will be referred to the principal’s office for disciplinary action or removal from the class. **Any damages to the classroom or supplies will be paid for by the student.**

Parents, I look forward to working with your students. I also look forward to working with you. Please sign below and include your e-mail address, or a day time phone number so I can also keep in contact with you about your student’s progress in my class. Also, please include any information about your student that may help me to help them to succeed in my class.

Thank you, Mrs. Dajany

I have read and understand the above information.

Student Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Parent name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent’s E-mail address/Day time phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Comments:

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Term 1:

* Introduction/Album Cover
* Disclosure/syllabus/
* Elements and Principles Poster
* Color Theory T-Shirt
* Typography review
* Illustration
* Mini Graphic Novel

Term 2:

* Poster Design
* Movie Poster
* Event Poster
* Infographics
* Book Cover Design
* **State Skills Test**