HILLSBOROUGH TOWNSHIP SCHOOL DISTRICT

HILLSBOROUGH HIGH SCHOOL

APPLIED TECHNOLOGY CURRICULUM

GRAPHIC ARTS

August 2020

This curriculum was approved by the Hillsborough Township
Public Schools Board of Education on September 21, 2020.

Graphic Arts
Grades 9-12
Course Overview

This semester-long elective class for students in any grades 9-12 is an introduction into the world of Graphic Arts. The course meets every day for approximately 50 minutes for two marking periods, culminating with a final exam at the end of the second consecutive marking period. There are no prerequisites for this course, and students do not need any prior knowledge to be successful. Content areas include introductions to Elements of Art, text and type, incorporating marketing tactics in designs, traditional printing methods, computer design, clothing design and creation and the use of specialized tools and machines.

Students interested in STEAM (Science, Technology, Engineering, Arts, Math) are encouraged to take this class as all aspects are covered. This 2.5 credit semester course helps fulfill the state graduation requirements for "at least 5 credits in Career Education courses". The curriculum is aligned to the New Jersey Student Learning Standards. Additionally, this curriculum makes interdisciplinary connections in Visual and Performing Arts, Language Arts and Career Readiness, Life Literacies, & Key Skills content areas. Upon completion of this class, students will become eligible for enrollment in the Advanced Graphic Arts course.

Unit of Study	Pacing	NJ Student Learning Standards	Essential Questions	Enduring Understandings	Learning Targets	Assessment: Formative & Summative	Interdisciplinary Connections	Career Readiness, Life Literacies, & Key Skills
Design Elements	Approx. 5 days Continuous review throughout the semester	1.5.12acc.Cr1b: Choose from a range of materials and methods of traditional and contemporary artistic practices to plan works of art and design	How do design elements impact our final product?	Design elements can give more movement, depth and interest to a final product. Each design element provides a different aspect to enhance pieces of art.	Describe the Elements of Design and demonstrate how to use them properly. Create products using the Elements of Design to enhance one's work.	**Formative:** -In-class discussions -Mini classwork assignments **Summative:** -Final projects	1.5.12acc.Cr1a: Individually and collaboratively formulate new creative problems based on student's existing artwork.	9.4.12.CI.1: Demonstrate the ability to reflect, analyze, and use creative skills and ideas 9.4.12.CI.3: Investigate new challenges and opportunities for personal growth, advancement, and transition

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Text and Type	Approx. 10 days	1.5.12acc.Cr1b: Choose from a range of materials and methods of traditional and contemporary artistic practices to plan works of art and design	Why are there different types of fonts and styles? What are the essential elements of text? How can text be used to communicate effectively? How are final projects appropriately set up?	Each type of text style caters to different circumstances. Factors can include age, size and placement. The development, placement, and concepts of text and type help the students understand how to effectively communicate written material. In order to properly set up dimensions for a project, tools and appropriate measuring techniques must be used.	Define the following terms: -Graphic Arts -Text -Graphics -Font -Point (size) -Base Line -x-height -Ascender -Descender -Serif -Sans Serif -Display Text -Body Text -Leading -Margins -Aesthetics -Copyright Laws -Typography -Type Styles Demonstrate proper use of measuring tools, such as rulers, t-squares and triangles, to set up my projects.	**Formative:** -In-class discussions -Mini classwork assignments such as the use of mini whiteboards to check understanding **Summative:** -Font Project -HHS Design Project	1.5.12acc.Cr2a: Through experimentation, practice and persistence, demonstrate acquisition of skills and knowledge in a chosen art form	9.4.12.CI.1: Demonstrate the ability to reflect, analyze, and use creative skills and ideas 9.4.12.CI.3: Investigate new challenges and opportunities for personal growth, advancement, and transition 9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills.

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Reflection	Continuously throughout the semester	1.5.12prof.Pr4a: Analyze, select and curate artifacts and/or artworks for presentation and preservation. 1.5.12prof.Pr5a: Analyze and evaluate the reasons and ways an exhibition is presented 1.5.12acc.Re7b: Evaluate the effectiveness of visual artworks to influence ideas, feelings, and behaviors of specific audiences.	What benefits are there to self and peer critiquing?	People in all aspects of life must be open to constructive criticism from peers and outsiders. Having access to an audience's point of view will help to enhance final products by considering their suggestions and critiques.	Critique the work of myself and others while identifying areas of improvement as well as areas of strength in regards to final projects.	**Formative:** -In-class discussions with peers and/or teacher -Several different critiquing activities **Summative:** N/A	WHST.9-10.2.E. Establish and maintain a style and tone appropriate to the audience and purpose (e.g. formal and objective for academic writing) while attending to the norms and conventions of the discipline in which they are writing. WHST.11-12.1.D. Establish and maintain a style and tone appropriate to the audience and purpose (e.g. formal and objective for academic writing) while attending to the norms and	9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills. 9.4.12.CI.2: Identify career pathways that highlight personal talents, skills, and abilities 9.4.12.CI.3: Investigate new challenges and opportunities for personal growth, advancement, and transition

							conventions of the discipline in which they are writing.	

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Safety	Continuous throughout the semester	1.2.2.Cn11b: Interact appropriately with media arts tools and environments considering safety, rules and fairness	Why is safety and important part of Graphic Arts? How do we develop safe work habits, and create a safe work environment?	Developing safe work habits as well as a safe work environment is essential to protecting yourself as well as others.	Throughout the semester, demonstrate safe and proper use of: -X-Acto Knives -Mat Board Cutters -Linoleum Block Cutters -Engraving Machine -Ink -Etching Cream -Iron -Heat Presses -Padding Compound -General Classroom Safety (such as tripping hazards and electrical equipment)	**Formative:** -Teacher observation **Summative:** -Quizzes -Hands on demonstrations	1.5.12prof.Cr2b: Explain how traditional and non-traditional materials may impact human health and the environment, and demonstrate safe handling of materials, tools and equipment	9.4.12.CI.3: Investigate new challenges and opportunities for personal growth, advancement, and transition

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Calculating and Cutting Mat Board	Continuous throughout the semester	1.2.2.Cn11b: Interact appropriately with media arts tools and environments considering safety, rules and fairness	What is the importance of skills learned to cut mat board?	The ability to appropriately measure and cut mat board will give your artwork a neater and more complete look. The ability to appropriately measure and cut mat board creates the opportunity to refine safety practices.	Measure, calculate and cut mat board using the proper procedures which includes considering factors such as: -Image width -Image height -Spacing -Frame size -Straight edge cuts -Bevel edge cuts	**Formative:** -Teacher observation **Summative:** -Final projects	1.5.12acc.Pr5a: Evaluate, select and apply methods or processes appropriate to display artwork in a specific place.	9.4.12.CI.1: Demonstrate the ability to reflect, analyze, and use creative skills and ideas 9.4.12.CT.1: Identify problem-solving strategies used in the development of an innovative product or practice

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Marketing	Approx. 15 days	8.1.12.A.3 Participate in online courses, learning communities, social networks or a virtual world as resources for lifelong learning. 8.1.12.D.2 Demonstrate appropriate use of copyrights, fair use and creative commons. 8.1.12.F.2 Analyze the capabilities and limitations of current and emerging technology resources and assess their potential to address educational, career, personal, and social needs.	How can marketing designers convince their audience to purchase a product? Why do designers need to have knowledge of marketing?	Being able to market products to a wide range of customers has to do with your target audience. Creating appealing advertisements can be done using a wide variety of colors, styles, fonts and marketing techniques. Ultimately, the more people who are attracted to your product or advertisement will result in more sales of the product or service that you are trying to promote.	Select an appropriate design for a specified target audience. Design advertisements based on target audiences and their lifestyles, experiences and expectations.	**Formative:** Teacher observation Class discussions Advertisement review form Nearpod lesson **Summative:** Group Advertisement Project Advertisement Project	SL.9-10.1.D. Respond thoughtfully to various perspectives, summarize points of agreement and disagreement, and justify own views. Make new connections in light of the evidence and reasoning presented.	9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills. 9.4.12.CI.2: Identify career pathways that highlight personal talents, skills, and abilities 9.4.12.IML.9: Analyze the decisions creators make to reveal explicit and implicit messages within information and media

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Relief Printing	Approx. 15 days	8.1.12.D.2 Demonstrate appropriate use of copyrights, fair use and creative commons. 8.1.12.F.2 Analyze the capabilities and limitations of current and emerging technology resources and assess their potential to address educational, career, personal, and social needs.	How has printing evolved over time? What is the significance of traditional style printing in today's world?	Printing has evolved over time thanks to technology and the new techniques that come with it.	Create a relief print to mimic historic printing methods, as well as connect with relief printing practices that are used in the modern-day world.	**Formative:** Teacher observation Class discussions on Gutenberg **Summative:** Linoleum Block Printing Project	8.1.12.F.2 Analyze the capabilities and limitations of current and emerging technology resources and assess their potential to address educational, career, personal, and social needs. 1.2.12acc.Pr5c: Demonstrate the skillful adaptation and combination of tools, styles, and techniques to achieve specific expressive goals in the production of a variety of media artworks.	9.4.12.CI.2: Identify career pathways that highlight personal talents, skills, and abilities 9.4.12.CI.3: Investigate new challenges and opportunities for personal growth, advancement, and transition

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Digital Design Programs: Adobe Illustrator, Photoshop, and InDesign	Approx. 15-20 days Continuously reviewed throughout semester as needed	8.1.12.D.2 Demonstrate appropriate use of copyrights, fair use and creative commons. 8.2.12.F.1 Determine and use the appropriate application of resources in the design, development, and creation of a technological product or system. 8.2.12.G.1 Analyze the interactions among various technologies and collaborate to create a product or system demonstrating	How can we use Adobe products to create meaningful, appealing designs? What are the essential functions needed in order to properly create, save, modify and turn in digital works?	Adobe products can be used together to create meaningful and appealing designs. Essential functions to create, save, modify and turn in work are the first steps that must be mastered in Adobe. There are dozens of functions that can be used to create original pieces of work. Original artwork can be used to create digital products.	Create several digital products using Adobe products to master techniques such as: -VM Ware function and troubleshooting -Setting page size/margins -Saving work appropriately for later use -Turning in work for grading without compromising quality -Creating, warping and	**Formative:** Teacher observation Class discussions Mini lessons **Summative:** Mini lesson projects	1.2.12acc.Cr1b: Organize and design artistic ideas for media arts productions. 1.2.12acc.Cr2b: Critique plans, prototypes, constraint of resources, and production processes considering purposeful and expressive artistic intention and personal aesthetic. 1.2.12acc.Cr2c: Apply aesthetic criteria in developing and refining media arts artwork 1.2.12acc.Cr3a: Apply ideas with deliberate choices in organization, integrating content and stylistic	9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills. 9.4.12.CI.2: Identify career pathways that highlight personal talents, skills, and abilities 9.4.12.IML.1: Compare search browsers and recognize features that allow for filtering of information.

		their interactivity.			modifying text -Designing irregular shapes -Using legal and appropriate public images and photographs -Turning traditional art pieces into usable graphics for print -Creating silhouettes -Creating and taking advantage of the layers function -Duplicating designs to ensure identical and equal spacing		conventions. 1.2.12acc.Cr3b: Demonstrate an understanding of media art principles through a selection of tools and production processes. 1.2.12acc.Pr4a: Integrate various arts, media arts forms and academic content into unified media arts productions that retain thematic integrity and stylistic continuity, such as transmedia productions. 1.2.12acc.Pr5b: Demonstrate effective creativity and adaptability, such as resisting closure and responsive use of failure, to address sophisticated challenges within and through media arts productions.	

Unit of Study	Pacing	NJ Student Learning Standards	Essential Questions	Enduring Understandings	Learning Targets	Assessment: Formative & Summative	Interdisciplinary Connections	Career Readiness, Life Literacies, & Key Skills
Digital Design Programs: T-Shirt Design and Creation	Approx. 15-20 days	8.1.12.D.2 Demonstrate appropriate use of copyrights, fair use and creative commons.

8.2.12.F.1 Determine and use the appropriate application of resources in the design, development, and creation of a technological product or system.

8.2.12.G.1 Analyze the interactions among various technologies and collaborate to create a product or system demonstrating | How can Adobe be used to create a product to be used on a daily basis, such as a t-shirt?

How can computer generated designs be transferred onto useable products, such as clothing, canvas or other materials> | Using Adobe program techniques, attractive usable products can be created.

Using several techniques, such as screen printing and heat pressing, designs can be transferred onto materials other than paper. | Create several digital products using Adobe products to master techniques such as:

-VM Ware function and troubleshooting

-Setting page size/margins

-Saving work appropriately for later use

-Turning in work for grading without compromising quality

-Creating, warping and modifying text

-Designing irregular shapes

-Using legal and appropriate public images and photographs | **Formative:** Teacher observation

Class discussions

Summative: Design and Creation of T-Shirt project | 1.2.12acc.Cr1b: Organize and design artistic ideas for media arts productions.

1.2.12acc.Cr2b: Critique plans, prototypes, constraint of resources, and production processes considering purposeful and expressive artistic intention and personal aesthetic.

1.2.12acc.Cr2c: Apply aesthetic criteria in developing and refining media arts artwork

1.2.12acc.Cr3a: Apply ideas with deliberate choices in organization, integrating content and stylistic | 9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills.

9.4.12.CI.2: Identify career pathways that highlight personal talents, skills, and abilities

9.4.12.IML.1: Compare search browsers and recognize features that allow for filtering of information. |

		their interactivity.			-Turning traditional art pieces into usable graphics for print -Creating silhouettes -Creating and taking advantage of the layers function -Duplicating designs to ensure identical and equal spacing Create an original design using an Adobe program of my choice to be printed on a cotton t-shirt, canvas bag or flour sack towels. Demonstrate safe and appropriate use of all screen printing and heat transfer materials including irons, heat presses, ink and all additional supplemental materials.		conventions. 1.2.12acc.Cr3b: Demonstrate an understanding of media art principles through a selection of tools and production processes. 1.2.12acc.Pr4a: Integrate various arts, media arts forms and academic content into unified media arts productions that retain thematic integrity and stylistic continuity, such as transmedia productions. 1.2.12acc.Pr5b: Demonstrate effective creativity and adaptability, such as resisting closure and responsive use of failure, to address sophisticated challenges within and through media arts productions.	

Unit of Study	Pacing	NJ Student Learning Standards	Essential Questions	Enduring Understandings	Learning Targets	Assessment: Formative & Summative	Interdisciplinary Connections	Career Readiness, Life Literacies, & Key Skills
Digital Design Programs: Notepad Creation	Approx. 6-8 days	8.1.12.D.2 Demonstrate appropriate use of copyrights, fair use and creative commons. 8.2.12.F.1 Determine and use the appropriate application of resources in the design, development, and creation of a technological product or system. 8.2.12.G.1 Analyze the interactions among various technologies and collaborate to create a product or system demonstrating	How can Adobe be used to create a product to be used on a daily basis, such as a notepad? How can computer generated designs be transferred onto useable products, such as clothing, canvas or other materials?	Using Adobe program techniques, attractive usable products can be created. Using several techniques, such as screen printing and heat pressing, designs can be transferred onto materials other than paper.	Create several digital products using Adobe products to master techniques such as: -VM Ware function and troubleshooting -Setting page size/margins -Saving work appropriately for later use -Turning in work for grading without compromising quality -Creating, warping and modifying text -Designing irregular shapes -Using legal and appropriate public images and photographs	**Formative:** Teacher observation Class discussions **Summative:** Design and Creation of Notepad Project	1.2.12acc.Cr1b: Organize and design artistic ideas for media arts productions. 1.2.12acc.Cr2b: Critique plans, prototypes, constraint of resources, and production processes considering purposeful and expressive artistic intention and personal aesthetic. 1.2.12acc.Cr2c: Apply aesthetic criteria in developing and refining media arts artwork 1.2.12acc.Cr3a: Apply ideas with deliberate choices in organization, integrating content and stylistic	9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills. 9.4.12.CI.2: Identify career pathways that highlight personal talents, skills, and abilities 9.4.12.IML.1: Compare search browsers and recognize features that allow for filtering of information.

		their interactivity.			-Turning traditional art pieces into usable graphics for print -Creating silhouettes -Creating and taking advantage of the layers function -Duplicating designs to ensure identical and equal spacing I will create an original design using an Adobe program of my choice to be transferred onto a notepad of 150-200 pages. Demonstrate safe and appropriate use of all notepad creation materials including printers, industrial cutters, binding compound and all additional supplemental materials.		conventions. 1.2.12acc.Cr3b: Demonstrate an understanding of media art principles through a selection of tools and production processes. 1.2.12acc.Pr4a: Integrate various arts, media arts forms and academic content into unified media arts productions that retain thematic integrity and stylistic continuity, such as transmedia productions. 1.2.12acc.Pr5b: Demonstrate effective creativity and adaptability, such as resisting closure and responsive use of failure, to address sophisticated challenges within and through media arts productions.	

Unit of Study	Pacing	NJ Student Learning Standards	Essential Questions	Enduring Understandings	Learning Targets	Assessment: Formative & Summative	Interdisciplinary Connections	Career Readiness, Life Literacies, & Key Skills
Plastic Engraving	Approx. 3-5 days	8.1.12.D.2 Demonstrate appropriate use of copyrights, fair use and creative commons. 8.2.12.G.1 Analyze the interactions among various technologies and collaborate to create a product or system demonstrating their interactivity.	What is the significance and importance of specialty tools?	Although deemed singular purpose tools, many specialty tools can be used for many different projects.	Create a single or double-sided key chain or name plaque using the engraving machine. Select appropriately sized and spaced characters. Demonstrate safe and appropriate use of measuring implements, plastic engraver, industrial cutter and industrial hole punch machine.	**Formative:** Teacher observation Class discussions **Summative:** Engraving Mini Project	1.2.12acc.Cr1b: Organize and design artistic ideas for media arts productions. 1.2.12acc.Cr2b: Critique plans, prototypes, constraint of resources, and production processes considering purposeful and expressive artistic intention and personal aesthetic. 1.2.12acc.Cr2c: Apply aesthetic criteria in developing and refining media arts artwork	9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills. 9.4.12.CI.2: Identify career pathways that highlight personal talents, skills, and abilities

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ASSOCIATED JOBS LIST BY UNIT

Unit	Jobs List
Design Elements	• Graphic Designer • Photographer • Interior Designer • Fashion Designer • Artist
Text and Type	• Graphic Designer • Software Designer • Marketing
Reflection	• Various
Safety	• Various
Calculating and Cutting Mat Board	• Custom Framer
Marketing	• Graphic Designer • Public Relations • Sales
Relief Printing	• Graphic Designer • Fine Arts • Illustration
Digital Design Programs: Adobe Illustrator, Photoshop and InDesign	• Graphic Designer • Software Designer • Video Game Developer • Illustration • Animation • Filmmaking
Digital Design Programs: T-Shirt Design and Creation	• Graphic Designer • Software Designer • Screen Printer • Fashion Designer
Digital Design Programs: Notepad Creation	• Graphic Designer • Software Designer
Plastic Engraving	• Graphic Designer • Machine Operator • Specialized Careers (ex: metalsmith)