

visual literacy & technology

ART404

1 credit

prerequisites

none

WI standards

- 1(A): Visual Memory & Knowledge**
(A.12.2; A.12.6)
- 3(C): Visual Design and Production**
(C.12.2; C.12.2; C.12.5; C.12.6;
C.12.10)
- 4(D): Practical Application**
(D.12.4; D.12.5)
- 5(E): Visual Communication and Expression**
(E.12.2; E.12.4)
- 6(F): Visual Media & Technology**
(F.12.3; F.12.5; F.12.7)
- 7(G): Art & Design Criticism**
(G.12.3)
- 8(H): Visual Thinking**
(H.12.1)
- 9(I): Personal & Social Development**
(I.12.2; I.12.3; I.12.6)
- 11(K): Making Connections**
(K.12.2)
- 12(L): Visual Imagination & Creativity**
(L.12.1)

course outline

Digital Imaging
Adobe Photoshop
Adobe Illustrator
Elements of Art
Color Theory
Adobe InDesign
Visual Communication
Visual Interpretation
Visual Perception (Gestalt)
Typography

important dates

term 1: Sept.3 - Oct.11
term 2: Oct.14 - Nov.26
term 3: Nov.22 - Jan.24
term 4: Jan.27 – March 6
term 5: March 8 – Apr.24
term 6: Apr.27 – June 10

instructor

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This career-oriented class is an introduction to graphic design and desktop publishing. It is suitable for all artistic skill levels.

Special emphasis will be given to commercial design, production, and basic composition and technology concepts.

No prior art experience is required for this class - students will learn Art Theory through assignments and projects that will help them develop the necessary visual skills.

Students will develop designs and solve visual problems, and produce finished products from a thumbnail to a finished design - all of it will give students a strong foundation for creating and appreciating art.

final exams:

There are final exams at the end of each semester. By that time all assignments should be completed. You will be given time in class to put together your portfolio. The portfolio will hold images of every assignment created during a semester. (*Keep all files and projects*).

skills taught (outcomes):

software: vector vs. bitmap images, Adobe Photoshop tools and layer basics, Adobe Illustrator tools, manipulating vector images, Adobe InDesign for publishing, PowerPoint template designing.

design: Gestalt perception rules, elements of art and principles of design, composition, less-is-more, focal points, rule of thirds, color theory, designing symbols, visual communication, typography, visual interpretation

practical skills: sense of proportions, hand-eye coordination, critique and analysis, design problem solving, visual communication and expression

grading:

Art classes grades are based on skills and performance.

Full credit will be given to all correctly FINISHED assignments turned in on time. Students must follow the teacher's instructions to fulfill project requirements. Grading requirements and rubric will be explained at the beginning of each project.

Formative assessment measures student skill growth. Studies, studio work, and practice are considered to be a formative assessment and are worth 20% of the semester grade.

Summative assessment measures student performance. Completed artwork is considered a summative assessment. Summative grades are worth 80% of the semester grade.

NOTE: Unless an assignment specifically requires copying, it will be interpreted in the same manner as plagiarism and is not acceptable.

art department expectations:

Food, drinks, candy, gum are not allowed in the Graphics lab.

Be in the room before the bell rings. Dropping your stuff and leaving would not qualify you as being on time.

Sit at your assigned seat.

Talk quietly with students next to you.

If you must swear, or use crude/vulgar language, please do it elsewhere. Thanks...

Encourage your fellow classmates in a positive way... Treat them fairly and nicely.

You are responsible for cleaning your work area. I am not going to do it for you..

due date policy

Assignments must be completed according to times/dates as noted when assignment is given. Assignments will not be accepted after the last day of each six-week grading term.