Advertising Concepts in Art

Grade 10, 11, or 12

Prerequisite: Exploring Art

Credit Value: 5

ABSTRACT

Advertising Concepts in Art is designed to interest students in career opportunities that utilize knowledge and techniques of art. Topics include professional commercial art techniques, exploration of various graphic communication media, and exposure to professional artworks and advertising campaigns. Students study the history of advertising, product illustration, package design, fashion illustration, and layout techniques. Creating a digital portfolio appropriate for application to post-secondary study and/or professional careers is required.

Adopted by the Somerville Board of Education on July 25, 2017
## Advertising Concepts in Art
### Grade 10, 11, or 12

### Month/Marking Period

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<tr>
<th>NJSLS:</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
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### Essential Question:
- How does advertising influence consumers?
- What elements and principles of design contribute to a memorable trademark or logo?
- In what ways does the use of color produce effective advertisements?
- How can the third-dimension enhance advertisements?
- What results are achieved through the application of diverse media?

### Content:
- The History of Advertising
- Trademarks and Logos
- Black and White versus Color
- Balance and Form
- Diverse Media in Illustration

### Skills and Topics:
- **utilize technology to conduct research of the history of advertising**
- **assess varied methods of effective advertising**
- **analyze the components of successful advertisements**
- **determine the elements of advertising that have negative and positive effects on consumers**
- **compare and contrast samples of advertisements in varied media**
- **determine contents of a personal digital portfolio**
- **collaborate to design a product or service**
- **examine samples of trademarks and logos**
- **analyze the application of shape and space in trademarks and logos**
- **brainstorm ideas for individual trademarks or logos**
- **apply the elements of art and principles of design to create an original trademark or logo**
- **employ a scoring rubric to determine the effectiveness of the finished product**
- **analyze product packaging to determine the application of the elements of art and principles of design**
- **assess the characteristics of successful packaging of a variety of products**
- **select a product to employ in the creation of an original advertisement**
- **design a two-dimensional advertisement in color and black and white**
- **employ a scoring rubric to compare the effectiveness of original advertisements**
- **create a three-dimensional package for a product of personal choice**
- **conduct research of the varied media used in illustration (e.g., pen and ink, pencil, charcoal, pastels)**
- **assess the application of line and value in illustrations**
- **choose subject or product to illustrate**
- **produce illustration(s) of a personal subject or products**
- **employ a scoring rubric to assess the effectiveness of original illustrations**

*The compilation of students’ best work in a digital portfolio is ongoing.*
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<td>Digital portfolio, presentations, research results and reactions, studio projects, scoring rubric</td>
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### 21st Century Themes:
- Global Awareness
- Civic Literacy
- Financial, Economic, Business, and Entrepreneurial Literacy
- Health Literacy

### 21st Century Skills:
- Creativity and Innovation
- Media Literacy
- Critical Thinking and Problem Solving
- Life and Career Skills
- Information and Communication Technologies Literacy
- Communication and Collaboration
- Information Literacy

**Resources:**
- Art books, art reproductions, magazines, newspapers, posters, film, videos, CDs

**Careers:**
- Applicable career options are discussed as they arise throughout the arts program. Career options include, but are not limited to, the following career clusters: Architecture and Construction Career Cluster; Arts, A/V Technology, and Communications Career Cluster; Education and Training Career Cluster; Hospitality and Tourism Career Cluster.
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**Essential Question:**
- In what ways can technology applications be used in advertising?
- How is advertising art evident in everyday life?
- What constitutes an iconic style in fashion?
- In what ways do settings add to the impact of advertisements?
- What opportunities can be available as future career choices in advertising?

**Content:**
- Technology in Advertising
- Public Art
- Advertising in Fashion
- Interior Design in Advertising
- Careers in Advertising Culminating Advertising Project

**Skills and Topics:**
- **Technology in Advertising**
  - examine technology applications in advertising (e.g., hyperlinks, pop-ups, videos)
  - determine a product or service for an original technology-based advertising application
  - design and present an original technology-based advertisement
  - employ a scoring rubric to assess the effectiveness of personal and peer advertisements

- **Public Art**
  - assess the examples of advertising in everyday life (e.g., billboards, signs, newspapers, magazines, television)
  - analyze the application of the elements of art and principles of design in public art used as advertising
  - create an original two-dimensional advertisement for a product or service
  - employ a scoring rubric to assess the effectiveness of personal and peer advertisements

- **Advertising in Fashion**
  - research fashion icons, styles, and trends
  - compare and contrast past and present fashion for various age groups (e.g., youth, teenagers, adults, senior citizens)
  - investigate the cultural implications of style and trends
  - determine the specific details that constitute a fashion style
  - design an advertisement for an original fashion line
  - employ a scoring rubric to assess the effectiveness of personal and peer advertisements

- **Interior Design in Advertising**
  - investigate the use of physical interior design settings in popular advertisements
  - select a product or service to use in an original advertisement
  - analyze appropriate interior design setting for an original advertisement
  - apply the elements of art and principles of design in an original advertisement
  - collaborate to present an advertising campaign, including the most effective interior design setting

- **Careers in Advertising**
  - research career choices in advertising
  - collaborate with peers to present career opportunities (e.g., graphic artist, copywriter, web designer) using technology
  - design and present a final original advertising project
  - employ a scoring rubric to assess the effectiveness of personal and peer advertisements
  - compile best work examples in a personal digital portfolio
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- ☐ Civic Literacy
- ☐ Financial, Economic, Business, and Entrepreneurial Literacy
- ☑️ Health Literacy

### 21st Century Skills:
- ☑️ Creativity and Innovation
- ☑️ Media Literacy
- ☑️ Critical Thinking and Problem Solving
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Advertising Concepts in Art
Course Requirements

Grade: 10, 11, or 12  
Prerequisite: Exploring Art  
Credit Value: 5
Length of Course: Academic Year

Course Description

Advertising Concepts in Art is designed to interest students in career opportunities using art. Topics include professional commercial art techniques, exploration of various graphic communication media, and exposure to professional artworks and advertising campaigns. Students study the history of advertising, product illustration, package design, fashion illustration, and layout techniques. Creating a digital portfolio appropriate for application to post-secondary study and/or professional careers is required.

Course Content

This course will consist of the following units of study:
- The History of Advertising
- Trademarks and Logos
- Black and White versus Color
- Balance and Form
- Diverse Media in Illustration
- Technology in Advertising
- Public Art
- Advertising in Fashion
- Interior Design in Advertising
- Careers in Advertising and Culminating Advertising Project

Course Objectives

The student will demonstrate the ability to answer in detail the following essential questions:
- How does advertising influence consumers?
- What elements and principles of design contribute to a memorable trademark or logo?
- In what ways does the use of color produce effective advertisements?
- How can the third-dimension enhance advertisements?
- What results are achieved through the application of diverse media?
- In what ways can technology applications be used in advertising?
- How is advertising art evident in everyday life?
- What constitutes and iconic style in fashion?
Course Objectives (continued)

- In what ways do settings add to the impact of advertisements?
- What opportunities can be available as future career choices in advertising?
- What are the post-graduation and/or career options that apply to the course content?

Evaluation Process

A final average of 65% or better is required to be awarded course credit. Throughout the length of this course, students may be evaluated on the basis of, but not limited to:

- Formative Assessments, such as writing prompts, journals, and portfolios
- Summative Assessments, such as quizzes, tests, and midterm and final examinations
- Performance Assessments, such as projects and presentations
- Class Participation
- Homework

Specific weights will be determined by course and level.
Advertising Concepts in Art
Student Agreement

STUDENT NAME: ____________________________________________________________

Last Name       First Name

GRADE: ______________

My signature below indicates that I have received a copy of the Somerville Public Schools Course Requirements for Advertising Concepts in Art.

I acknowledge my responsibility to read and understand all of the information contained in the Advertising Concepts in Art Course Requirements information and syllabus packet.

_________________________________________     ________________
Student Signature                             Date

Note: Please share the course requirements for Advertising Concepts in Art with your parents.