

## Expectations and Outcomes

Grade Level/Course: 10-12

Content Area: Art

Unit Title	Guarantees
Unit: Personal Logo	<ul style="list-style-type: none"> <li>• How to develop thumbnail sketches.</li> <li>• Symbols and their representational value</li> <li>• How to effectively use their space in considering compositional elements.</li> <li>• How to use black ink in a technically precise manner.</li> <li>• How to develop craftsmanship.</li> <li>• How to have an effective work ethic.</li> <li>• How to develop self-representational logos.</li> <li>• To utilize a rubric to evaluate their artwork.</li> </ul>
Unit: Word Art	<ul style="list-style-type: none"> <li>• How to collaboratively brainstorm ideas.</li> <li>• How to self-evaluate their skill level.</li> <li>• How to think creatively.</li> <li>• How to communicate using ideas.</li> <li>• How to use a variety of materials effectively.</li> <li>• How to make their project look professional.</li> <li>• How to utilize a rubric to evaluate their artwork.</li> </ul>
Unit: Strawberry Poster	<ul style="list-style-type: none"> <li>• How to analyze good graphic design.</li> <li>• Technical information concerning the strawberry poster.</li> <li>• How to use a variety of materials.</li> <li>• How to make appropriate font and illustration choices.</li> <li>• Techniques of effective layouts.</li> <li>• How to collaborate across cultures</li> <li>• How to utilize a rubric to evaluate their artwork.</li> </ul>
Unit: Business Package	<ul style="list-style-type: none"> <li>• How to develop thumbnail sketches.</li> <li>• How to determine and use a target audience.</li> <li>• How to use an image to represent a business.</li> </ul>

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	<ul style="list-style-type: none"> <li>• The technical requirements of creating a business card, letterhead and envelope.</li> <li>• How good modern advertisement captures the viewer's attention.</li> <li>• How to create a good final layout.</li> <li>• To utilize a rubric to evaluate their artwork.</li> </ul>
Unit: Book Jacket	<ul style="list-style-type: none"> <li>• How to evaluate good and bad illustrations in a book.</li> <li>• How to develop a series of thumbnail sketches.</li> <li>• How to utilize fonts, color, and media.</li> <li>• How to use composition and space effectively.</li> <li>• How to use words and fonts to attain a professional appearance.</li> <li>• How to use an image to appropriately reflect the content of the book.</li> <li>• To utilize a rubric to evaluate their artwork.</li> </ul>
Unit: Thematic Literature	<ul style="list-style-type: none"> <li>• How to develop thematic thumbnail sketches.</li> <li>• How to incorporate 3-D elements into 2-D design.</li> <li>• How to manipulate composition effectively.</li> <li>• What are technical information fonts.</li> <li>• How to communicate through images.</li> <li>• To utilize a rubric to evaluate their artwork.</li> </ul>