

SCOPE AND SEQUENCE

Course Name: Visual Communications (VisCom) ([Link to class website](#))

Instructor: Lisa Rader

Career Cluster: Arts, Entertainment, & Design

Sub-Cluster: Design & Digital Arts

HS Course Credits:

1 Fine Art and .5 Elective (120 mins)

Additional: .5 Technology credit for VUHS students

Additional: .5 Design credit for MUHS students

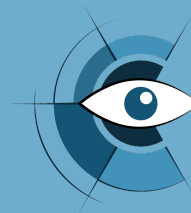
Fast Forward Optional Credits: N/A

Tier 2 Credentials: N/A

Tier 1 Credentials: N/A

CTSO/Enrichment: Adobe design software technical training, foundations in graphic design principles

Recommended Preparation For Success In This Course: Interest in art, design, and computers; a willingness to be experimental, expressive, and creative.



Tagline: “Design, Create, Communicate!”

Student appeal: Creatively express yourself and learn the art of communicating with eye-catching visuals! Interactive and hands-on, VisCom class gives you a chance to experiment with graphic design, art, and digital tools to create something original and visually impactful. Use traditional art materials in combination with the latest computer art technologies, including: Adobe Photoshop, Adobe Illustrator, and digital drawing tablets. Emphasis is placed on learning how to be expressive and creative through experimentation.

No experience necessary!

For more information and examples of past projects, visit:
[Our VisCom Class Website](#)

Course Description: VisCom is a year-long course, meeting on alternating days, where students learn how to communicate through creating eye-catching visuals. They learn the fundamentals of art and graphic design, as well as some basic approaches for communicating through the media arts. They use traditional art materials in combination with the latest computer art technologies, including: Adobe Photoshop, Adobe Illustrator, apps, and digital drawing tablets.

Emphasis is placed on learning how to be expressive and creative through experimentation. Careers in the arts are explored and investigated. For more information and examples of past projects, visit:

<https://sites.google.com/pahcc.org/vis-com/>

Proficiencies/Learning Targets: [Link](#)

Learning Targets are modeled after the creative process.

LT 1: RESEARCH & TEST I conduct research by collecting design elements, by examining professional examples, and by studying art & design methods/styles. I experiment with and test methods, materials (traditional and digital), examine subject matter and use my imagination to cultivate creativity and spur innovation. [VA:Cr2.1.1a, VA:Cr1.1.1a]

LT 2: IDEATE & DEVELOP I learn to work without a preconceived plan. I develop a range of ideas and document my creative thinking and design process. [AR-VIS 3.3, VA:Cn10.1.1a, MA: Cr1.1.1]

LT 3: CREATE & EVALUATE I create artistic work that is original and expressive, demonstrating an understanding technique. I intentionally select art materials (virtual and physical), technologies, methods, and tools to fit the creative problem. I evaluate, revise and refine my work using feedback from a variety of critique and assessment models. I examine and evaluate the work of my peers and the work of professionals. [MA:Cr2.1.1I, VA:Cr3.1.1Ia, AR-VIS 1.3]

LT 4: COMPLETE I complete finished-quality art and designs that: meet the art/design objective, demonstrate strong craft, clearly express the main idea, communicate an intended message, meet client specifications, fit the presentation environment and/or audience, are portfolio-ready, and are on deadline. [VA:Pr5.1.1Ia, MA:Cr3.1.1Ib, VA:Cn10.1.1a], VA:Cn10.1.1a, MA:Cr3.1.1Ib]

Standards: Visual Communications program standards are aligned with Vermont's CTE [Digital and Visual Arts proficiencies](#), and are drawn from the National Core Art Standards for [Visual Arts](#) (indicated as VA), the National Core Art Standards for [Media Arts Performance](#) (indicated above as MA) Critical Proficiencies Anchor Standards (VT), which derive from and are aligned with the Common Career Technical [Core Standards for the Arts, Entertainment, & Design](#) (indicated above as AR-VIS).

Additional standards alignment include:

PAHCC [Habits of Work](#): Respect, Safety, Work Ethic

PAHCC [Transferable Skills](#): Creative and practical problem solving; Inquiry; Informed and Integrated Thinking.

[CCTC - Career Ready Practices](#)

Unit and Essential Question(s)	Estimated # of Classes Periods (assumes 120-minute classes)	Learning Targets
Unit 1: Design Foundations Essential Question: <i>How is Adobe software used to leverage our creative ideas?</i> In this unit, students are introduced to design thinking and design software. Students learn to navigate the Adobe software and how to express their creative ideas.	93 Classes	Learning Targets: LT1, LT2, LT3, LT4 • Demonstrate research of materials, tools, and effects demonstrated in class • Explain the art/design problem and begin to solve it using the appropriate design software for the task. • Assess the problem and compile reference and inspiration imagery to help generate ideas and feed my imagination. • Use technical skills and tools in standard and innovative ways to formulate my design. • Determine what I need to do to revise my work, using feedback gained from critique. • Differentiate between formatting my work for digital platforms and for print production and can package files appropriately. • Demonstrate a developing understanding of craft. Sample Activities & Projects: • Virtual Collage a lá Eric Carle • Name Tag Design (How fonts communicate) • Greeting Card Design • Adobe Photoshop, Illustrator 101 • Halloween Photoshop of Horrors

Unit 2: Artistic Voice Essential Questions: <i>What is ‘voice’ in art and design? How does one express one’s voice <u>while also</u> visually communicating an intended message?</i>	93	Learning Targets: LT1, LT2, LT3, LT4 • Revise and refine my work using feedback that I received during critique to create a more finished final product. • Differentiate between materials and methods, strategically choosing materials and/or methods that will best help to convey my ideas. • Independently set up my digital or physical workspace to prepare for the task at hand. • Identify principles of art I have used to help communicate my message and/or idea. • Differentiate between formatting my work for digital platforms and for print production and can package files appropriately. Sample Activities & Projects: • CD Cover Design • Cartoon character design • Animated GIF • ‘This I Believe’ button design • Designing a repeatable pattern for apparel & interior design • T-shirt design and Silkscreen printing • Designing from Nature
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