Term 4

Explanations of assignments

(If you are in class, you would get more detailed explanation with powerpoints, demonstrations, examples and other methods of learning.)

Categories:

Assignments are in Blue Turn in the in-shelf when you finish

Sketchbook entries are in Green

Turn the entire sketchbook to the turn in shelf on 04/21 & 05/12

Projects are in Purple Turn in the in-shelf when you finish

Charts are in Orange

Glue them near the back of your sketchbook

Extra Credit is in Pink

Tape an extra credit form to the extra credit & turn into the shelf.

Charts

• **Informal assessments**: I will ask you at the end of class how productive you were. You will tell me: 5=definitely, 4=mostly, 3=somewhat, 2=not much, 0=not at all.

• Cleaning: At the end of class, you will ask another peer to observed that you cleaned your desk/mess and that you helped clean the class somehow; they will write their name in your chart for that day. You will get a score for this at the end of the term.

Extra Credit

- Go back to the website and click on extra credit options
- You can ONLY do the extra credit that is listed on the website.
- You can only earn up to 200 points extra credit
 - If I offer a specific assignment at the very end of the semester, that will not count as the 200 points.
- Approximately 1 minute of effort = 1 points.

#15 Commercial art related jobs

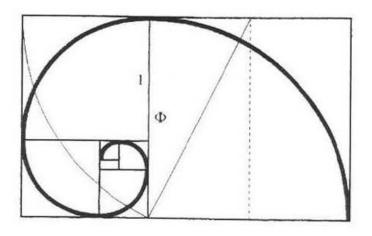
- Go to this website: http://www.allartschools.com/graphic-design/advertising-design-job-description/
- Click a variety of links on the website of information that you are interested in.
 - Click on the blue links of different careers of what you are interested in.
- Write 10 notes down of things that were interesting to you, or things you want to remember.

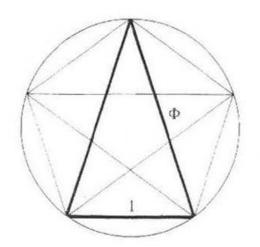
#16 Golden Mean proportion

Draw a composition based on the golden mean proportion of anything you want to draw.

THE GOLDEN MEAN PROPORTIONS

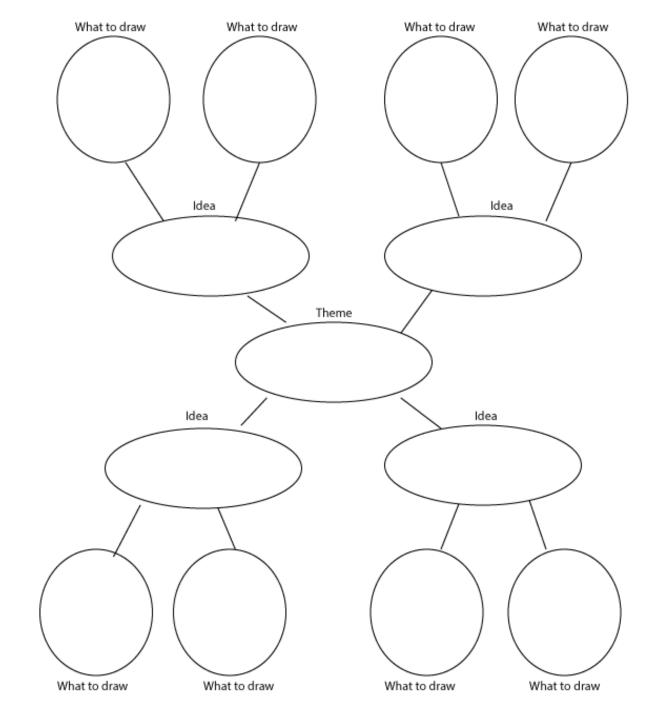
The beautiful Golden Mean Proportion and the mysterious Fibonacci numbers have fascinated philosophers for thousands of years and are still the subject of inquiry in the field of art, architecture, music, botany, biology, astronomy and physics. So far science has documented its existence, but no one as yet has fully penetrated its mystery.





#17 Brainstorm web

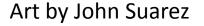
- Choose a theme for your next project of digital scratchboard. For example:
 - My personality
 - What makes me sad
 - What makes me happy
 - Changes I want to see in the world
 - Important in Life
- Write ideas from your theme. If the theme was important in life, for example:
 - Growth & learning
 - Time spent with loved ones
 - Giving
 - Kindness
- Write what you could draw, for example:
 - Growth & learning: seed, roots, flower
 - Time spent with loved ones: Clock
 - Giving: hand dropping coins in another hand
 - Kindness: dog



Digital Scratchboard Project on Adobe Illustrator









• Demonstrations:

- https://www.youtube.com/watch?v=6hvFfwYahpM
- https://www.youtube.com/watch?v=DM96tEAnbGs
- Use a symbol(s) from your brainstorm web



Mrs. Udink's Dog

Name		
name		

Digital Scratchboard: Grading rubric & reflection

This is worth 30 points for filling this out. Rate yourself and total your points. Write a reflection; fill in entire space

					this daw rate yourself and total your points. Write a relievation, this in entire space		
None	Poor	OK	Good	Excellent	Category		
0	2	3	4	5	Neatness & detailed: I didn't overlook minor imperfections. I demonstrated craftsmanship		
0	2	3	4	5	Art Elements used well: Line, texture, color, form, space, shape, and value were used in a sophisticated way.		
0	2	3	4	5	Principles of design used well: Balance, emphasis, variety, rhythm, repetition, pattern, harmony, unity, and movement were used in a sophisticated way.		
0	2	3	4	5	Materials/technique used well: I demonstrated skill with materials and techniques, similar to the demonstrations and videos shown during class.		
0	2	3	4	5	Inventive & interesting: I used my imagination, creativity and tried to come up with something new. I did not copy someone else's artwork.		
0	2	3	4	5	Clear visual intention: Everything looks like it was intended to look. Nothing looks like it was an accident.		
0	2	3	4	5	Consistent with style: The process and approach looks cohesive and interconnected.		
0	2	3	4	5	Meaningful: The images, elements and principles symbolize, or express something significant		
0	15	20	25	30	Effort & finished: I worked every day for the entire class period for the time given. If I was absent or wasted time, I worked on it at home, or here before/after school to		
					make up for missed time. When thinking I was finished, I kept thinking of more ways to make it better. I kept creating until it was a finished art piece that I was proud of.		
0	2	3	4	5	Criteria followed: I got a lot of experience with the brush tool and created a digital scratchboard. The darks, mid-values and lights are		
					creating the image. I used a variety of brushes and got detailed. All the marks are my own; I deleted the original photo.		
Selfs	core:		_/75	Teacher s	score:/75 x 2 Teacher's score (x 2) + your score = Total score: /225 Fill out entire rubric as stated. Not turned in with project= -5 Rubric:/30		

Questions you should ask yourself for the reflection:

Write a reflection:

Describe the process of creating	
Describe the quality of the work and process of technique?	
What gives this art piece uniqueness?	
Is the work chaotic, or disturbing? Is the work more orderly? Why?	
Describe the emphasis, or dominant part of the piece and how have you made	
it significant?	
What principles were important in this piece and how did you use them?	
What art elements were important in this piece and how did you use them?	
What is your general impression of the work? What did you want the viewer	
to think about?	
Did you successfully get your message across?	
Discuss if the work is a significant success, why or why not, and	
support your judgment with evidence.	
Describe the movement around the page. What leads your eye around page?	
How was the work constructed?	
Discuss similarities & differences. What is contrasting from each other?	
What would you do differently next time?	
If you were to have more time on this, what else would you do?	
Explain your visual choices and why you chose them.	
What would you title this art piece? Why?	
What visual communication is important to you that the viewer sees/understands	

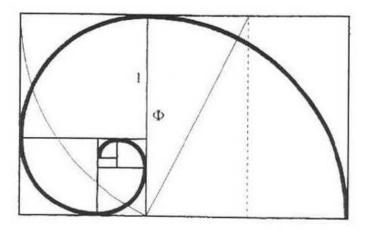
#18 Golden Mean Proportion

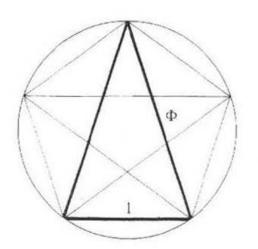
 Last time you used one of these compositions to begin a drawing.

 Begin today's composition by drawing the golden mean that you didn't start with last time.

THE GOLDEN MEAN PROPORTIONS

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#19 Layout, art direction and typography

- https://www.youtube.com/watch?v=2TUP7L48zUo
- Write notes and sketches of things you learn from the video
- Create a rough sketch layout based on your hobbies
 - Use things you learned from the video

#20 Verbally express an advertising campaign to a client

- Take notes: https://www.youtube.com/watch?v=cFdCzN7RYbw
- An important skill to have as a commercial artist is the ability to verbally express your ideas to the client.
 - How will you sell your ideas of corporate identity? You will be selling your ideas to Mrs. Ellis and the class will vote.
- Write some ideas down of what you will say when you are presenting your corporate identity presentation to the class.
- Your corporate identity presentation should include all topics of the corporate identity packet:
 - 1. Title of the company
 - 2. Slogan
 - 3. Logo
 - Letterhead
 - 5. Business card
 - 6. Sign outside of the building
 - 7. Color scheme
 - 8. Advertisement design (an ad in a magazine)

Notes on Science of Persuasion

- Reciprocity: give what you have received, social obligation, give personalized and unexpected
- Scarcity: benefits, what is unique, what will you lose if you don't buy
- Authority: credible, credentials and expertise
- Consistency: small commitments will lead to larger commitments
- **Liking**: similar, compliments, cooperate with us
- Consensus: others agree, so you should also

#21-Partner Critique of the Corporate Identity Presentation

- Present your presentation to your partner
- Go through each other's presentation and answer the questions on the critique rubric out loud with each other
- Fix your presentation according to things you discuss
- Write in your sketchbook: #21-My partner_____ and I critiqued each other. Partner signature_____

Name_

Principle of design and art ele-

ment worksheet

Draw a simple sketch illustrating your understanding of each Principle of design:

Balance: a distribution of equal	Symmetrical balance: exact	Asymmetrical balance: One side	Radial balance: design extending	
visual weight	features on both sides	seems as it has more weight	from the center	
<u>\$</u>	Emphasis: accentuation of	Sample of the same		
Alignment: an arrangement forming straight line	importance-domination	Emphasis: accentuation of importance-focal point	Emphasis: accentuation of importance-contrast	
-O-O-O-O-O-O-O-O-O-O-O-O-O-O-O-O-O-O-O				
Emphasis: accentuation of importance-isolation	Emphasis: accentuation of importance-location	Emphasis: accentuation of importance-convergence	Emphasis: accentuation of importance-unusual	
Proportion: scaling of objects in relation to each other	Movement: a directional path of movement	Rhythm: repeating strong & weak areas, or repeating noise & silence	Pattern: an orderly repetition of an object	
Variety: combining contrasting	Contrast: a juxtaposition that	Harmony: art elements	Unity: a harmonious arrangement	
elements to add interest	accentuates difference	appearing agreeable	of elements; a oneness/wholeness	









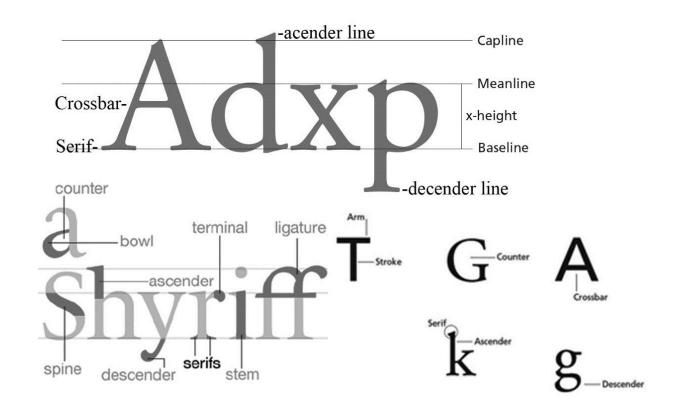
Unity: wholeness-simplification: simplify the art elements	Unity: wholeness-repetition: repeating similar & exact elements	Unity: wholeness- proximity: limiting negative space	

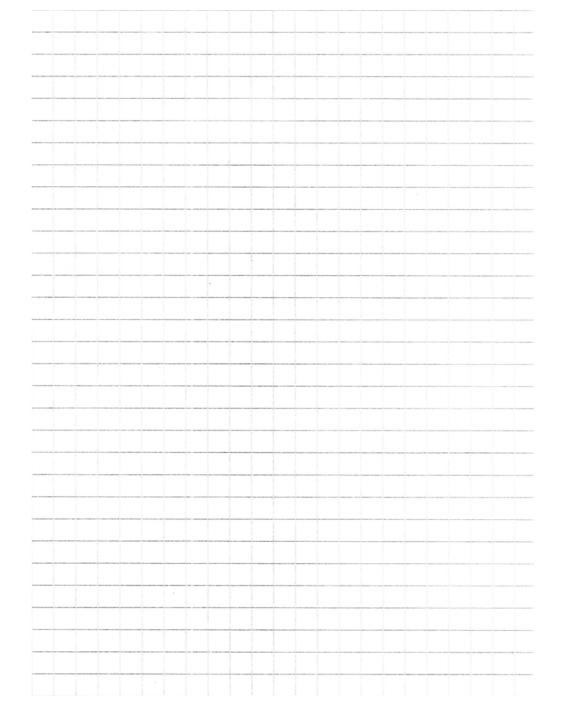
Draw a simple sketch illustrating your understanding of each Art Element:

Line: The path of a moving point	Shape: the contour of a flat object	Form: 3D object having depth	Space: internal/external areas
AMERIC CACCAMITY	GEUMETRIC PAganic	A	
Value: brightness & darkness	Color: an objects chromatic qualities	Texture: The tactile quality of a surface	Type: a verbal communication, but the font style is a visual communication
	Annual Control of the		Type Height Descender

#22 Typography & a quiz in-class

- Study for 5 minutes by drawing outlines around each part of a letter and repeating the term in your head while you draw an outline
- 2. Draw an example of each a part of a letter in your sketchbook and label it.
 - Goal is to be learning the terms.
- 3. After 15 minutes, you will quiz each other
- After 10 minutes you will take a paper quiz, you will take a quiz on the parts of a letter





Name	Typog-
raphy directions	

On the other side of the paper:

- Write your name with each letter being a different style of font: old style, modern, slab serif, sans serif, script, decorative
 - Describe next each letter how you made it that particular style of font. What visual characteristics of that style are illustrated in your letter?
- Draw each letter consistently, but fitting to the font style with your acender line, capline, meanline, xheight, baseline, decender line, cross bar, serif, stem, spine, ligature, arm, stroke, bowl, counter, terminal, and ligature.
 - Draw arrows and label parts of the letters with the font terminology

Create your own font

- https://www.youtube.com/watch?v=6gJzzgv1n4s
- Go to fontstruct.com
- Sign up
- Click on FontStructor
- Create your own A-Z font just capital letters. If you want to do lowercase letters, I will give you 30 points extra credit.
- Screen shot it when you are done. Paste it in an e-mail and e-mail it to brudink@wsdstudent.net