







Cornwall-Lebanon School District Curriculum Overview

High School – Commercial Art

 length of time in weeks	Concepts & Competencies	Common Assessments	Academic Standards (PA Core if applicable)
Unit 1  2	<p style="text-align: center;"><u>Elements and Principles</u></p> Students will review, identify, and apply the elements of art.	<ul style="list-style-type: none"> ➤ Quiz: Elements of Art ➤ Quiz: Principles of Design ➤ Original Artwork ➤ Written Reflection 	9.1.12.A, B, C, H, 9.3.12.A
Unit 2  1	<p style="text-align: center;"><u>What is Graphic Design?</u></p> Students will learn about the art of graphic design. They will be able to identify job duties, skills and education, specialties, and technologies pertaining to the field.	<ul style="list-style-type: none"> ➤ Written Reflection ➤ Possible Field Trip 	9.1.12.J
Unit 3  2	<p style="text-align: center;"><u>Letterforms</u></p> Students will learn and apply the vocabulary related to letterform design including denotation, connotation, and parts of the letter.	<ul style="list-style-type: none"> ➤ Original Artwork ➤ Written Reflection 	9.1.12.A, B, C, E, G, H, J 9.3.12.A
Unit 4  2	<p style="text-align: center;"><u>Typography</u></p> Students will learn and apply vocabulary and techniques used in typography design. In addition, they will learn and apply basic tools in Adobe Illustrator to complete an original typographic artwork.	<ul style="list-style-type: none"> ➤ Original Artwork ➤ Written Reflection 	9.1.12.A, B, C, E, G, H, J 9.3.12.A
Unit 5  2	<p style="text-align: center;"><u>Logo Design</u></p> Students will learn and apply important considerations for effective logo design. Students will combine typography and imagery into a unique and recognizable original logo.	<ul style="list-style-type: none"> ➤ Original Artwork ➤ Written Reflection ➤ MP Exam: Original Artwork 	9.1.12.A, B, C, E, G, H, J 9.3.12.A

Unit 6 <div style="border: 1px solid red; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin: 5px auto;">2</div>	<p style="text-align: center;"><u>Poster Design</u></p> <p>Students will extend their work with imagery and typography to create an entire composition in the poster format. They will learn tips and techniques for successful communication through the creation of an original poster design.</p>	<ul style="list-style-type: none"> ➤ Original Artwork ➤ Written Reflection 	<p>9.1.12.A, B, C, E, G, H, J 9.3.12.A</p>
Unit 7 <div style="border: 1px solid red; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin: 5px auto;">2</div>	<p style="text-align: center;"><u>Print Advertising</u></p> <p>Students will continue to work with imagery and type to create an original print advertising design. Students will consider the target audience and several marketing strategies to advertise a product.</p>	<ul style="list-style-type: none"> ➤ Original Artwork ➤ Written Reflection 	<p>9.1.12.A, B, C, E, G, H, J 9.3.12.A</p>
Unit 8 <div style="border: 1px solid red; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin: 5px auto;">3</div>	<p style="text-align: center;"><u>Working with Grids</u></p> <p>Students will learn how to organize increasing amounts of information (both imagery and typography) within a print document using grids for alignment and structure. In addition, students will research various commercial art careers and present the information in a flyer, brochure, or newsletter design using grids to structure the design.</p>	<ul style="list-style-type: none"> ➤ Art Career Research ➤ Original Artwork ➤ Written Reflection 	<p>9.1.12.A, B, C, E, G, H, J 9.3.12.A</p>
Unit 9 <div style="border: 1px solid red; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin: 5px auto;">2</div>	<p style="text-align: center;"><u>Commercial Art Exploration</u></p> <p>Students will explore a commercial art field of their choice in depth through the creation of an original artwork. Project requirements for each career provide students with an opportunity to think about and solve similar problems to those faced by commercial artists working today. The intention is to give students a glimpse into specific art fields, but the experience only scratches the surface of real-world work.</p>	<ul style="list-style-type: none"> ➤ MP Exam: Original Artwork ➤ Written Reflection 	<p>9.1.12.A, B, C, E, G, H, J 9.3.12.A</p>