

Commercial Art  
Level IV Unit Outline

**Unit 1: Professional Development, Safety, and School Rules**

- Safety guidelines and procedures in the Commercial Art shop
- District procedures
- Career Paths
- Developed understanding of various industry/career requirements
- Update and develop specific field and career requirements
- Update and develop pathway goals to possible career path

**Unit 2: Art Studio Preparation, Studio Expectations**

- How to maintain a technical notebook/folder with safety section.
- How to maintain and update portfolio
- Use time in the studio effectively and professionally
- Learn the steps to acquire advanced college credits and NOCTI certification this year.
- Discuss how technology has changed the materials we use and the ways we create art
- Discuss and apply application of various advanced materials to different fields

**Unit 3: Advanced Application of Traditional Art Methods**

- The difference between assorted professional traditional art mediums, pencils, inks, paints, etc.
- How to utilize traditional layout tools in an advanced/professional manner
- How to apply advanced techniques to create various elements of design using traditional mediums.
- How to apply advanced techniques to create various principles of design using traditional mediums.
- How to create value, proportion and perspective in an advanced/professional application using traditional mediums.
- How to create advanced illusions of form, perspective and depth using traditional mediums.
- Research and create a final piece based on a concept/technique used in a Masterwork

**Unit 4: Advanced Application of Digital Art Methods**

- Review and exhibit expectations goal setting and development of a positive work ethic
- Review process of enrolling in then apply acquiring advanced college credit and NOCTI certification in these phases of the program
- Reexamine achieving then apply process for a positive outcome in studio experiences

- Review and implement creating original work for the portfolio
- Show organizational knowledge for an advertising portfolios' contents
- Continue with mini-portfolios
- Reassess and continue with self-promotional
- Review and expound on the most important things for a portfolio

#### **Unit 5: Advanced Application: Elements and Principles of Design**

- The difference between Elements and Principles of design
- How to identify and correctly apply the Elements and Principles
- How to identify and critique masterworks using well versed art vocabulary
- Correctly Identify and understand how the elements and principles impacts us as consumers, artists and viewers Art
- How to critique Art and Design using related terms to Unit

#### **Unit 6: Traditional and Digital Portfolio Design**

- Know and confidently identify a variety of types, safety and process of the portfolio planning and creation process
- Understand and apply skill set and vocabulary in creating an industry appropriate cover letter and resume
- How to correctly apply a variety of components to complete traditional portfolio to include multiple facets of art types and mediums
- How to correctly apply a variety of components to complete digital portfolio to include multiple facets of art types and mediums
- Apply Intermediate/Advanced skills in photograph, scanning, and file types for web use
- Apply Intermediate/Advanced skills in photograph, scanning, and file types for print
- Apply Basic Knowledge in Print and Production
- Apply Intermediate/Advanced Importing, Exporting and editing skill set of files for web and print
- Apply individual concepts to multiple assignments.
- Advanced application of discussion/critique using design principles

#### **Unit 7: Advanced 3-Dimensional Design**

- Understand and confidently identify and apply various types, safety and processes of 3D planning procedure
- Understand and confidently identify and apply various types, safety and processes of 3D fabricating process in an advanced manner
- Know and differentiate many styles of 3D design
- How to correctly apply at the intermediate level various measurements, scaling and fabrication of designs

- How to correctly apply mediums, processes, etc. to create a 3D piece in an advanced manner
- Advanced introduction to traditional 3D building process and application
- Advanced introduction to digital 3D building process and application
- How to apply individual concepts to multiple assignments.
- Advanced discussion/critique using art vocabulary

### **Unit 8: Advanced Lessons in Photography and Marketing**

- Know and confidently apply Advanced Photography skills
- Know and confidently photograph artwork for traditional and digital portfolio
- How to apply and confidently use basic Manual Camera Settings
- How to apply and confidently use intermediate lighting concepts
- How to identify and correctly troubleshoot camera
- How to identify and correctly choose the correct device for downloading and storage.
- How to apply individual concepts to multiple assignments.

### **Unit 9: NOCTI Preparation**

- How to maintain and refer to a technical notebook/folder with safety section.
- How to maintain and update study guide
- Use time in the studio effectively and professionally
- Learn the steps to acquire advanced college credits and NOCTI certification
- Review and apply skills in technology and Adobe CS to design digital study sets
- Apply skills in technology to take quizlets per standard
- Apply various concepts and information to create a digital pre-practical assessment
- Apply various concepts and information to complete a pre-written assessment.

### **Unit 10: Advanced Independent Study**

- Understanding of creating measurable outcomes/learning objectives
- How to utilize time management
- How to apply proper writing techniques to complete a submission of detailed student proposal
- How to protectively deduce problems and issues that may arise
- Apply photography skills to incrementally document progress
- How to apply independent, creative ideas to further their knowledge of art, skill and vocabulary.
- How to apply individual concepts to multiple assignments.
- Advanced discussion/critique using art vocabulary

### **Unit 11: Advanced Cumulative Study**

- How to successfully employ prior knowledge of composition, medium, and the role played by the elements and principles of art in the creation of a successful work of art.
- How to apply independent, creative ideas to emphasize progression in technique, methodology and mastery of medium.
- Understanding of creating measurable outcomes/learning objectives
- How to utilize time management
- How to apply independent, creative ideas to further their knowledge of art, skill and vocabulary.
- How to apply individual concepts to multiple assignments.
- Advanced discussion/critique using art vocabulary

Commercial Art  
New Jersey Student Learning Standards

**NJ Learning Standard 9.3**

<b>CONTENT AREA:</b>	<b>STANDARD 9.3 CAREER AND TECHNICAL EDUCATION</b>
<b>ARTS, A/V TECHNOLOGY &amp; COMMUNICATIONS CAREER CLUSTER®</b>	
<b>Number</b>	<b>Standard Statement</b>
<i>By the end of Grade 12, Career and Technical Education Program completers will be able to:</i>	
<b>CAREER CLUSTER®:</b>	<b>ARTS, A/V TECHNOLOGY &amp; COMMUNICATIONS (AR)</b>
<b>PATHWAY:</b>	<b>VISUAL ARTS (AR-VIS)</b>
<b>9.3.12.AR-VIS.1</b>	<b>Describe the history and evolution of the visual arts and its role in and impact on society.</b>
<b>9.3.12.AR-VIS.2</b>	<b>Analyze how the application of visual arts elements and principles of design communicate and express ideas.</b>
<b>9.3.12.AR-VIS.3</b>	<b>Analyze and create two and three-dimensional visual art forms using various media.</b>