

VROP COURSE OUTLINE

COURSE TITLE: Commercial Art/Framing

VALLRY ROP #: AME-5754-ComArt
CDE #: 6235

CBEDS TITLE: Commercial Art
CBEDS #: 5754

CTE SECTOR: Arts, Media & Entertainment
CTE PATHWAY:

JOB TITLES: 141.061-022 Commercial Artist
Commercial Art Frammer

COURSE DESCRIPTION:

This course is designed to prepare students for employment in various fine art occupations and related businesses. This course begins with the basic skills in art from pencil drawing to oil painting. The class will cover six different mediums with a summation on marketing the students' skills and abilities.

Students will gain experience and knowledge by actually working in a variety of art mediums. This class provides students with a working knowledge of materials used to create fine art works and the preparation for marketing their art. The class enables the students to create their own style of drawing and painting allowing each to become confident with self-expression. Upon completion of this course, all students will be aware of mediums available and career positions in the field.

DATE: September 20, 1999
Revised Date: December 12, 2008

HOURS: 180 hours (2 semesters)

CREDITS PER SEMESTER: 5

PREREQUISTIES: None

GRADE LEVEL: 11-12

TEXTBOOKS: Instructor materials

INSTRUCTIONAL METHODS:

1. Lecture
2. Cooperative learning in groups
3. Demonstration
4. Multi-media aids
5. Art business simulations

STUDENT OUTCOMES:

Upon completion of this course, the student will:

1. Learn and understand the fundamentals of fine art techniques by demonstrating proper care in tools and supplies during art production.
2. Grasp the basic concepts of drawing in pencil by identifying the basic elements and principles of art and explaining their use in an art project (still life and/or landscape).
3. Comprehend the basic concepts of drawing with colored pencils by identifying the basic elements and principles of art and explaining their use in an art project (still life, landscape, or outdoor sketch).
4. Study about creating artworks with pastel chalk by blending basic colors to create new hues, mastering the feel of chalk, and preserving pastel works in created artworks.
5. Examine and create study of life drawings by producing a work of art in this area.
6. Learn how to make a collage through actual production of a collage work of art.
7. Investigate about all aspects of oil painting through library visits to acquire information, teacher lectures, and actual production of an oil painting.
8. Discover how to communicate effectively through art design by describing how to set up an art display.
9. Learn how to produce a visual design by marketing it through oral, written and actual display.

10. Learn the different ways of printmaking by studying printmaking techniques.
11. Determine how to prepare pictures for framing by matting and frame construction a work of art.
12. Develop skills to market oneself in the art field.

EVALUATION METHODS:

Assessment opportunities, which allow continuous evaluation of students' progress, will be embedded throughout the course and should be a learning experience. All students will be expected to achieve mastery of all topics; often, demonstrations of mastery will occur in a public forum. The following strategies, which include both formal and informal assessment techniques will include, but are not limited to:

1. Projects (outdoor sketching, landscape drawings, portfolio presentations, picture framing, printmaking)
2. Tests and quizzes (multiple choice, essay)
3. Semester final (research project or test with multiple choice or fill-in)
4. Research studies (real life business)
5. Critiques (performed art work as a demonstration of mastery)
6. Oral presentations (presenting art work as a demonstration of mastery)
7. Reports (oral or written; business art inquiries)
8. Class participation (attendance, homework, deadlines, discussions, group participation)

Career Preparation Standards—these standards to be addressed throughout the course as applicable:

- A. PERSONAL SKILLS - Students will understand how personal skill development affects their employability. This skill includes positive attitudes, self-confidence, honesty, perseverance, responsibility, initiative, self-discipline, personal hygiene, time management, work ethic, pride in work, and dependability.
 1. Demonstrate an understanding of classroom policies and procedures.
 2. Identify acceptable work attire.
 3. Establish goals for self-improvement and further education/training.
 4. Prioritize tasks and meet deadlines.
 5. Understand the importance of initiative and leadership.
 6. Understand the importance of lifelong learning in a world of constantly changing technology.
- B. INTERPERSONAL SKILLS - Students will understand key concepts on group dynamics, conflict resolution, and negotiation. This skill includes the ability to work cooperatively, accept supervision, assume leadership roles, and show respect for others. This standard includes an understanding of sexual harassment laws and an appreciation of cultural diversity in the workplace.
 1. Identify and discuss behaviors of an effective team.
 2. Explain the central importance of mutual respect in the workplace relations.

3. Discuss and demonstrate strategies for conflict resolution and negotiation, and explain their importance within the business environment.
 4. Understand laws that apply to sexual harassment in the workplace, and identify tactics for handling harassment situations.
 5. Work cooperatively, share responsibilities, accept supervision and assume leadership roles.
 6. Demonstrate cooperative working relationships and proper etiquette across gender and cultural groups.
- C. THINKING AND PROBLEM-SOLVING SKILLS - Students will exhibit critical and creative thinking skills, logical reasoning, and problem-solving. These skills include applying basic skills in order to calculate, estimate, measure; identify, locate, and organize information/data; interpret and follow directions from manuals, labels, and other sources; analyze and evaluate information and solutions.
1. Recognize the importance of good academic skills and implement a plan for self-improvement as needed.
 2. Read, write, and give directions.
 3. Exhibit critical and creative thinking skills and logical reasoning skills, and employ these skills for problem solving as a team:
 - a. Diagnose the problem, its urgency, and its causes.
 - b. Identify alternatives and their consequences.
 - c. Explore possible solutions.
 - d. Compare/contrast the advantages and disadvantages of alternatives.
 - e. Determine appropriate action(s).
 - f. Implement action(s).
 - g. Evaluate results of action(s) taken.
- D. COMMUNICATION SKILLS - Students will understand principles of effective communication. This standard includes effective oral and written communication, listening skills, following and giving directions, requesting and giving information, asking questions.
1. Use communication concepts in application of skills, techniques, and operations.
 - a. Prepare written material.
 - b. Analyze written material.
 2. Understand and implement written instructions, from technical manuals, written communications, and reference books.
 3. Present a positive image through verbal and nonverbal communication, and understand the power of body language in communication.
 4. Demonstrate active listening through oral and written feedback.
 5. Give and receive feedback.
 6. Demonstrate assertive communications (both oral and written).
 7. Demonstrate proper etiquette in workplace communications, including an awareness of requisites for international communications (languages, customs, time zones, currency and exchange rates).
 8. Demonstrate writing/editing skills as follows:
 - a. Write, proofread, and edit work.
 - b. Use correct grammar, punctuation, capitalization, vocabulary, and spelling.
 - c. Select and use appropriate forms of technology for communication.
 9. Exhibit a proficiency in the use of reference books.
 10. Research, compose, and orally present information for a variety of business situations utilizing appropriate technology.
- E. OCCUPATIONAL SAFETY - Students will understand occupational safety issues, including the avoidance of physical hazards in the work environment. This includes the safe operation of equipment, proper handling of hazardous materials, appropriate attire and safety accessories, avoidance of physical injuries, interpretation of warning and hazard signs and terminology, and following and understanding safety-related directions.

1. Discuss and implement good safety practices, including the following (if applicable to course):
 - a. interpretation of Material Safety Data Sheets (MSDSs)
 - b. Environmental Protection Agency (EPA)
 - c. Occupational Safety and Health Administration (OSHA)
 - d. American Red Cross Standards (ARC)
 - e. Networking Safety Standards
2. Apply sound ergonomic principles in organizing one's work space.
- F. EMPLOYMENT LITERACY - Students will understand career paths and strategies for obtaining employment within their chosen field. This includes traditional job preparation skills, sources of employment information, and interviewing skills, as well as an overview of the industry and an understanding of labor market trends.
 1. Explore career opportunities and projected trends; investigate required education, training and experience; and develop an individual education plan.
 2. Identify steps for setting goals and writing personal goals and objectives.
 3. Examine aptitudes related to career options; relate personal characteristics and interests to educational and occupational opportunities.
 4. Develop a career portfolio, including the following documents:
 - a. job application
 - b. resume(s)
 - c. appropriate cover and follow-up correspondence
 5. Identify and demonstrate effective interviewing techniques.
- G. TECHNOLOGY LITERACY - Students will understand and adapt to changing technology by identifying, learning, and applying new skills to improve job performance. Students should understand the role of technology in their chosen field and should be able to use all appropriate technology. Students should also feel confident in their ability to learn new technology by generalizing from what they know, adapting skills to new situations, and identifying and using sources of information and of further learning.
 1. Demonstrate the ability to use personal computers for loading and retrieving data, information gathering, measurements, and writing.
 2. Identify the characteristics and explain the importance of adapting to changes, being flexible, and evaluating goals when working in the industry.
 3. Understand the importance of lifelong learning in adapting to changing technology.
- H. IMPORTANCE OF ETHICS – Students will understand proper ethics in the workplace.
 1. Discuss social and ethical responsibilities in the industry.
 2. Demonstrate ethical choices in workplace situations.

COMMERCIAL ART/FRAMING COURSE OUTLINE

HOURS

TOPIC

10

Introduction to Fine Art

- Explanation of fine art and various mediums
- Tools and materials used in different mediums
- Proper care of supplies
- Exercises in various mediums

-Observation of art galleries and museums

30

Drawing in Pencil Medium

- Introduction to pencil art
- Care of materials and supplies
- Outdoor sketching
- Still life drawings
- Landscape drawings
- Exercises in shading and light
- Student drawings

15

Creating Art with Colored Pencils

- Introduction to colored pencils
- Care for materials
- Student group pencil exercises
- Still life drawings
- Landscape drawings
- Mixing colors
- Outdoor sketch

20

Creating Artworks with Pastel Chalk

- Mastering the feel of chalk
- Blending of basic colors to create new hues
- Abstract art study
- Strengths of color
- Preservation of pastel works

20

Study of Life Drawing

- Knowledge of charcoal medium
- Expressive drawings
- Sketching of body parts
- Composition in life drawings
- Students pose for life class

20

Collage

- Elements of texture used to compose an element of art
- Textures of ribbon, papers, straw, cloth, etc. used
- Landscapes and still life artworks

30

Oil Painting

- Introduction to oil painting
- Care of tools, palette knives, brushes, etc.
- Blending of paints and their consistency
- Library visits to acquire information on old masters

- 10 Marketing
-Presentation of artworks
-Public and private showings
-Commissions to agents, galleries, and sales reps
-Portfolio presentation
- 15 Printmaking
-History of relief
-Relief techniques
-Intaglio printing
-Intaglio techniques
-Collagraph printmaking
- 10 Picture Framing
-Matting and picture framing design
-Picture framing equipment and use
-Construction of picture framing
-Matt cutting
-Employment opportunities

180 Total Hours