# Design

## Graphic Arts

Composition

Instructor: Aubrey Garcia Email: agarcia@jajags.com Website: imagarcia.com Open Studio Hours: Lunch Mon & Friday After School: Tues - Thurs 3:30-3:55

Have you ever been persuaded, inspired by or gotten an idea from a picture? If so, you have encountered graphic design. Graphic Design is a form of visual communication combining painted, drawn or computer generated images and text to communicate an idea, advertise a product or make an announcement to a population of viewers. In the graphic design art class students will create, choose and organize compositions to communicate ideas visually. With only minimal use of computer graphics, materials that will be explored include pencil and ink, cut paper mediums, transfer paper, screen printing, paint and 2d drafting tools. Students will learn to communicate an idea visually through various compositional choices as well as image and text graphics.

Responsibilities

If a student misses class, or is frequently tardy (3+) it is up to that student to come in for open studio time to make up the daily lesson and catch up on the project. 25% of each project is based on students work ethic and time on task in class. This includes open studio time!

Homework in art varies from student to student. All assignments and projects will be completed in class. If you don't quite finish tasks in the time allotted, extra time may be needed outside of class. A strong work ethic and time management is essential in avoiding extra work outside of class. Students are strongly encouraged to come in for open studio to catch up, get help or spend extra time on projects.

Students must turn in projects on the assigned due date (complete or not). After they have been graded, **projects and warmup activities may be resubmitted** with improvements for more points!

#### NO LATE WORK WILL BE ACCEPTED!

\*Each students will be given **1 free late-turnin exception** to the late work policy for a 10% point deduction. After that, late work will result in NO CREDIT for that assignment or project.

It is expected that each student keep their work area, supplies and storage area clean and organized. Maintaining a clean work environment is part of the project craftsmanship grade and points.

## **Artist Integrity**

Art students must maintain ethical practices when creating, writing about and critiquing art. DO NOT BECOME AN ART THEIF! Copyrighted material lurks in every corner and crevice and may tempt you. Directly copying published photographs or works that are not your own is against the law and will be treated as so. Borrowing and referencing ideas and works by other artists is acceptable when following the 40% rule which states: An artist's work that includes ideas or images borrowed from another source must be significantly altered with ones own artistic voice and expression resulting in a final piece that uses less than 40% of the original sourced work.

Art is not about presenting the world the way we already see it with our eyes, but expressing a new way to think, feel, believe and see.

The mission of the visual arts department is to develop and refine habits of creative engagement to encourage practical idea processing, metacognitive reflection, inquiry, articulating artistic voice, self reflection, exploration and persistence resulting in artists who take creative risks and find expressive freedom.

### **Open Your Mind**

Photoshop is the primary medium used to create graphically oriented designs. Self paced lessons will provide extensive understanding of the program while direct instruction will guide students through graphic composition.

Projects will be created in the Photoshop Creative Cloud but traditional 2D techniques will also be explored.

Learning Outcomes:

Organize a composition making intentional use of design elements and principles

Communicate intended meaning through imagery, symbolism, color theory and non-representational design

Creatively combine skills in 2D design techniques, computer graphics in Photoshop and artistic creativity to complete graphically oriented works of art.

Demonstrate attention to detail and craftsmanship in intentional artistic decisions

#### **Work Ethic**

Art is a personal journey and just like anything else, the process involves practice, experimenting, trial and error and of course, creative exploration of one's own ideas.

Project Objectives: 3 Projects- 50Points Each Students will be assessed on specific technical objectives set for each project.

Habits of Creative Engagement 2x Project: 50 Points Each Students will document their application of the Habits of Creative Engagement in two categories: Planning and Process.

Warm Ups: 8 Weeks- 20 Points Each Weekly design activities

Adobe Assessment: 4 Quizes (20 points) and 1 Final (50 points) assessment of Adobe program knowledge

#### Be Your Highest Potential

An A Art Student is someone who explores their own ideas and thoroughly inquires about concepts before beginning a project.

An A Art Student does not hesitate to take risks by experimenting with mediums/techniques/art styles.

An A Art Student perseveres through challenges and is persistent in finding new solutions.

An A Art student has an articulate artistic voice in their artwork and is expressive through design, color, medium and technique as well as subject matter.

An A Art Student has excellent attention to detail and applies constant revision and self-assessment.

Students who consistently borrow or copy ideas, lack inquiry, neglect to plan and do not explore or experiment with unique ideas and have poor craftsmanship are typically those who earn a less than desirable art grade.