

Stage 1 – Desired Results

Department: Fine/Performing Arts	Course: Advertising and Design		
Course Understandings			
<i>Students will understand that . . .</i>			
<ol style="list-style-type: none"> 1. A student will understand how to think conceptually. 2. A student will understand that each design problem requires the conjuring of multiple solutions that test the limits of perception and comprehension. 3. A student will understand how to attack a variety of open-ended design problems using computer technology. 4. Students will understand how to break down limitations and realize that the potential number of successful solutions is infinite. 5. Students will understand the importance of visual literacy in a society in which we are bombarded with graphic imagery that is designed to alter the way we think about our selves and others. 			
Course Essential Questions			
<ol style="list-style-type: none"> 1. Do advertisements really have the power to change how people think? 2. How does advertising create identity? 3. How does advertising reflect society? 4. How does the average person interact with mass media? 5. Does advertising have a responsibility to the consumer? 6. What would happen if advertising ceased to exist in our society? 			
Course Achievement Targets			
<u>Knowledge</u> <i>Students will know:</i>	<i>Students will be able to use their Knowledge to:</i> <u>Reason and Solve Problems</u>	<i>Students will be able to:</i> <u>Demonstrate Mastery of Performance Skills</u>	<i>Students will be able to:</i> <u>Create Quality Products</u>
K1. the mechanics of the available technology	R1. think conceptually in the problem-solving process	S1. use PhotoShop, digital cameras, scanners and the internet to create modern design solutions	P1. students will create ads, logos and displays for the specific needs of the KP community
K2. the components of the design process	R2. create conditions of self-questioning in the development of personal conceptual methods of problem solving	S2. do primary and secondary source research into the facts and issues that lead to the development of project objectives and solutions	P2. students will produce solutions to various graphic design problems
K3. the vehicles for the communication of advertisements	R3. develop objectives which meet the needs of the design problem	S3. go beyond habitual, obvious responses and thought processes into the realm of a more instinctive, spontaneous approach to design problems	
K4. what it means to be visually literate	R4. determine if their solutions meet their objectives	S4. clearly present their ideas to groups or individuals	
K5. the impact advertising has upon our society			

		S5. manipulate images to create a desired concept	
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