

Digital Art 1

Name: _____

Semester 2 Final

What is the role and responsibility of art to develop and change community?

Your Semester 2 Final will revolve around a choice project focused on the above essential question. You will be assessed on three things for your final exam grade, which will consist of 20% of your grade. They are:

- The final art work (spirit wear or planner cover)
- A Final Artist Statement
- The Final Critique

The final Critique will be held on the day of Finals (Friday, May 25.) All parts of your project are due, presentation ready, on that date.

No late work is accepted!

FINAL ARTWORK EXPECTATIONS

This project should demonstrate what you learned this year by exploring the prompt.

Project:

One overarching essential question we've been touching on all year has been: **What is the role and responsibility of art to develop and change community?**

For your final project, using your skills that you developed this year, create a piece of K Woods Spirit Wear or a cover for next year's planner that reflects **the K Woods values and community at Kensington Woods.**

Using photography and/or graphic design, create an artwork that demonstrates an answer to the question:

The Project should:

- Address the prompt in a creative, thoughtful way.
- Demonstrate skills and knowledge developed this year. Multiple skills/knowledge points must be demonstrated. Push your ability – show me what you've got! Some (but not all!) of the things we focused on this year include:
 - Composition (both photography and in design)
 - Use of the Elements and Principles of Design and the Gestalt Principles of Design
 - Use of hierarchy
 - Use of digital cameras, including manual settings and proper exposure
 - Photoshop skills:
 - adjusting color or exposure for meaning
 - manipulation (cutting/recombining/clone stamping/blending/transforming/masking)
 - use of blending modes
 - use of filters
 - layers
 - Illustrator Skills
 - Drawing with vectors
 - Placing/creating of type
 - Color
 - layers
 - Typography
 - Creative and purposeful use of light (available /studio/etc.)
 - Communicating meaning and ideas through your work
 - Planning of works (brainstorming, sketching, research, critiquing ideas, etc.)
- Meet logistical requirements/restraints of chosen format
- Demonstrate quality and craftsmanship
- See rubric for additional expectations

OPTION 1: DESIGN A PIECE OF SPIRIT WEAR FOR 2018-2019

REQUIREMENTS:

- Must communicate information about the school through your image, type, color and layout choices (in particular, the school's values and community).
- Be creative!
- Must use the Gestalt Principles of Design discussed in class (similarity, continuity, closure, proximity, figure/ground)
- Must use hierarchy to emphasize the most important information and for visual effect
- Must use thoughtful typography choices to help communicate your message
- May use photographic or illustrated imagery – or no imagery at all (just type)! What choices fit what you want to communicate best? However, keep in mind how photographic images will reproduce at 2 colors)
- **Must be practical to make and sell (speak with Mrs. Pratt to define what practical means)**
- **You may be limited by colors, depending on your chosen format**
- Must use exclusively your own imagery/content except for school logo/imagery

- **Must include the school logo (obtain from Mrs. Pratt). May also include other school imagery (bear, twig, etc.)**
- **Must include the school name (Kensington Woods Schools – could be through the logo)**
- You must do research and brainstorming about your client (the school)
- Create multiple thumbnail and refined sketches
- Your work will also be evaluated by the standard Digital Art 1 rubric

OPTION 2: DESIGN THE COVER FOR THE 2018/2017 KWOODS PLANNER

REQUIREMENTS:

- Must communicate information about the school through your image, type, color and layout choices (in particular, the school's values and community).
- Be creative!
- Must use the Gestalt Principles of Design discussed in class (similarity, continuity, closure, proximity, figure/ground)
- Must use hierarchy to emphasize the most important information and for visual effect
- Must use thoughtful typography choices to help communicate your message
- May use photographic or illustrated imagery – or no imagery at all (just type)! What choices fit what you want to communicate best? However, keep in mind how photographic images will reproduce at 2 colors)
- **You may only use 2 colors (plus white)**
- **Must be 5.5 inches wide x 8.5 inches tall**
- Must use exclusively your own imagery/content except for school logo/imagery
- **Must include the school logo (obtain from Mrs. Pratt). May also include other school imagery (bear, twig, etc.)**
- **Must include the school name (Kensington Woods Schools – could be through the logo) and year (2018/2019)**
- You must do research and brainstorming about your client (the school)
- Create multiple thumbnail and refined sketches
- Your work will also be evaluated by the standard Digital Art 1 rubric

The rubric is also attached. This artwork will also count as part of your 20% final.

FINAL STATEMENT EXPECTATIONS

You will write an artist statement that explains your artwork.

It should be at least 3-5 paragraphs long. Make sure to refer to specific things that you are doing in your artwork or that you have learned.

Your statement should explain how you answer the question “What is the role and responsibility of art to develop and change community?” through your final design.

It should also address how, in your planner or spirit wear design, and in other work you have made this year, you have demonstrated what you have learned this semester and reflect on your work and growth as an artist and a student.

If you're not sure what to write consider addressing some or all of the following points:

- What are you communicating and how are you communicating it (consider visual, conceptual and technical choices)?
- How did you use composition and other visual choices, technical choices, etc. to help communicate your message?
- **Explain AND Analyze** how this project demonstrates what you've learned this semester. (I showed my ability to do _____ by doing _____ in my self-portrait – then elaborate!).
- **Reflect** on your learnings. Consider: How were you successful? Where were your challenges? How can you improve? What next? Why is what you've learned important and how will you use it in the future? What connections can you make to outside the art room?

Additional expectations of your statement:

- Your response should be thoughtful and detailed
- You must have a professionally presented reflection. Correct spelling, grammar, concise, visually neat, logical, no rambling, etc.
- Consider including images of your work to help establish your ideas.
- It should be at least 3-5 paragraphs long – a paragraph is at least 5 sentences!
- Remember, this is part of 20% of your grade, and therefore should be in depth and properly represent the amount of work you did this semester.

This statement will also count as part of your 20% final and will be graded using a rubric (attached)

FINAL CRITIQUE

On the day of finals, we will have a final critique of your final project (as well as your book cover and poster project). You will be expected to present your work with detail but also give quality feedback to at least 2 classmates. This will also count as part of your 20% final.