Grades 11-12 Digital Arts & Design IIIA, Quarter 3, Revised 2013

Big Ideas/Key Concepts:

Students will employ the use of professional continuous and strobe studio lighting to create portraiture, commercial and fine art photography. Students will explore the fine art technique of black and white photography using darkroom processing and printing. Students will use advanced editing skills to enhance digital images.

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<th>Standards</th>
<th>Student Friendly “I Can” Statements</th>
<th>Resources</th>
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| 4.0 Students will demonstrate specialized understanding of strategy, visual messaging, design theory and critical thinking which translate into products that communicate ideas, concepts, and stories. Along with exploration of an expanding range of diverse media, such as marketing collateral, publications, environmental design, product design, motion graphics, Web interface, multimedia and digital publishing supported by advanced techniques in typography, page layout and composition. | • I can develop a concept and communicate the idea in photographic form.  
• I can evaluate art theory as it relates to artwork and composition.  
• I can produce a functional image. | • Adobe Photoshop 5.5  
• Adobe Bridge 5.5  
• Microsoft PowerPoint/iMovie  
• Handbook of Photography  
• Photography by London & Upton  
• Light: Science and Magic  
• Master Lighting Guide for Portrait Photographers  
• Photoflex: Online Lighting tutorials  
• Canon Rebel camera manual  
• Photoshop and image editing tutorials http://maclab.guhsd.net/  
• Photographic equipment  
• Lighting  
• Darkroom |
| 7.0 Students will demonstrate advanced media management skills related to preparing visuals for incorporation into comprehensive motion graphics, Web interface, multimedia, digital publishing and other design projects. | • I can edit images using industry software. | }
10.0 Students will develop e-Skills that are flexible and evolve with the increasing demands of technology developments and business needs, helping students become lifelong learners.

12.0 Students will develop in-depth understanding and proficiency on software technology used in today’s design studios.

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- I can create projects using industry software.
- I can produce images that solve problems and communicate meaning.
- I can use critical thinking and problem-solving when creating projects.
- I can create projects using industry software.
- I can print or save files appropriately.
- I can troubleshoot.