

LESSON PLAN

Teacher: Mrs. DelVallez

Course: Communication Design

New York State Learning Standards for the Arts:

Standard 1: Creating, Performing and Participating in the Arts

Students will actively engage in the processes that constitute creation and performance in the arts (dance, music, theatre, and visual arts) and participate in various roles in the arts.

Standard 2: Knowing and Using Arts Materials and Resources

Students will be knowledgeable about and make use of the materials and resources available for Participation in the arts in various roles.

Standard 3: Responding to and Analyzing Works of Art

Students will respond critically to a variety of works in the arts, connecting the individual work to other works and to other aspects of human endeavor and thought.

Standard 4: Understanding the Cultural Dimensions and Contributions of the Arts

Students will develop an understanding of the personal and cultural forces that shape artistic communication and how the arts in turn shape the diverse cultures of past and present society.

Long Term Objectives: Students will view the work of a famous commercial artist who got his start on the local streets of Vancouver, Wil Refuse.

http://www.allposters.com/-st/Will-Rafuse-Posters_c27565_s27579_.htm

A short biography of the artist can be found at:

<http://www.allfamousartists.com/will-rafuse-biography-gallery.html>

Students will be designing artwork for the Olive Garden in the style of Wil Rafuse.

Student Objectives (Assignment) : Presentation on Tuesday, February 26th

Students should aim to **finish by the last day before February break Friday Feb. 15th**
I will only print student work that is entirely complete in a folder, so allow enough time!

Students will design and create...

- The “**Olive Garden Chef**” in the style of Wil Rafuse, This character will be coupled with a modification of the Olive Garden logo. You are to include an aspect of the chef in the new logo.
- **4 - (11” x17”) Posters** to be hung in the restaurant. These should be in the style of Wil Refuse.
- **A Billboard design (4” x 10” scalable)**
- **Menu Design.** This item counts twice. (See attached sheet for menu text).

Target Audience : The Olive Garden serves family style Italian food. The atmosphere is conducive for large families or parties of people.

Design and Execution : You are designing this as an introductory ad campaign for someone who is interested in marketing their cookies and opening their own shop (Think Mrs. Field’s). You need to use a combination of photography, models, and Photoshop skills to complete this task. Your logo, branding, and color scheme should remain consistent throughout!

Lesson Closure and Assessment:

Student work will be presented to the class and critiqued based on originality, creativity, execution. The final grade will count twice for this quarter!

Responsibility : All students are responsible for handing in work on time. Each assignment that is late will drop 10 points. If you fail to be present during the day of a presentation, your grade will drop 10 points.

Grades to be averaged:

- The “Olive Garden Chef” in the style of Wil Rafuse.
- (11” x 17”) Poster
- (11” x 17”) Poster
- (11” x 17”) Poster
- (11” x 17”) Poster
- A Billboard design (4” x 10” scalable)
- Menu Design. (This item counts twice)