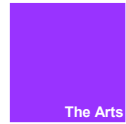


ADVERTISING ARTS IN PRACTICE

Elective subject



Head of Department: Scott Barnard

Course Outline

Advertising Arts In Practice involves manipulating digital art elements, concepts, processes and forms (2D and potentially 3D) to express ideas to design, considering specific audiences and specific purposes through images and concepts.

Pathways

Year 10 Visual Art

Year 10 Visual Art in Practice

Year 10 Arts in Practice

Structure

Areas of study	Core topics
Unit 1: Digital Constructs	<ul style="list-style-type: none">• Creative techniques & digital collage• texture, colour, lighting, balance
Unit 2 Digital Assemblies	<ul style="list-style-type: none">• Creative techniques & digital collage• texture, colour, artefacts, composition

Assessment

The major organisers of this course are:

- knowledge and understanding of concepts, facts and procedures
- creation of arts works (both 2D & potentially 3D) using arts elements, techniques, visual skills and processes
- presenting of arts works (digital drawings, colourings, hardcopy representations) to display interpretive and technical skills
- responding to digital arts works (digital design) using arts elements and technical languages
- reflecting on learning

Students will be motivated in the pursuit of excellence by being encouraged to participate in activities such as exhibitions, school magazine and promotional visuals for school activities.

Specialist Equipment Required

Please refer to the Required Resources and Texts located at www.miamishs.eq.edu.au

Students will have greater and more flexible learning options by participating in the BYOD program

Additional Costs

Please refer to the Fee Schedule located at www.miamishs.eq.edu.au

Additional costs may include minimum capacity 64GB USB storage drive.

