

Art Department UW-River Falls

<p>All professional education content courses leading to certification shall include teaching and assessment of the Wisconsin Content Standards in the content area.</p>	
<p>In this column, list the Wisconsin Content Standards that are included in this course. The Standards for each content area are found in the Wisconsin Content Standards document.</p>	<p>In this column, indicate the nature of the performance assessments used in this course to evaluate student proficiency in each standard.</p>
<p>UWRF Art Course 303 Advertising Design</p>	
<p>1. The program shall develop and assess the prospective teacher's knowledge and skills pertaining to the content of the visual arts and design disciplines and the following:</p>	
<p>1(a) Basic concepts and skills of studio art foundation involving a balance of two-dimensional, three-dimensional, and time-based creative problem solving skills including drawing, painting, printmaking, ceramics, sculpture, craft design, photography, film, video, and related media and processes.</p>	<p>Studio graphic design students are regularly assessed on their ability to work with desktop publishing and drawing programs over the course of the semester. Evaluation is done through written assessment of projects and written exams. Graphic design students work with two-dimensional problems solving on all of their page composition problems in preparing data for print publication. Lectures and demonstrations are given on page composition, color and web page design that are practiced in practical problems</p>
<p>1(b) Basic concepts and skills of design arts foundations involving a balance of two-dimensional, three-dimensional, and time-based creative problem solving skills including architecture, urban and environment design, product and industrial design, information and communication graphic design, digital photography, film, video, computer imaging, and related media and processes.</p>	<p>Studio graphic design students are given more complex web based and print based problems that require them to used digital images created from scans, digital cameras and altering these images with computer programs that provide opportunities to enhance and alter these images. Students are also introduced to animation and computer imaging that will work with web base graphics. Projects and presentations are given deadline requirements.</p>
<p>1(c) Basic knowledge and understanding of art and design history, aesthetic theory, and art and design criticism, involving study of the development of past and contemporary art and design forms, contending theories of art and design, and critical methodologies of art and design in Wisconsin, the United States, and the world.</p>	<p>Graphic design students research historical events that impacted the graphic and print industries. Discussions and demonstrations illustrate proven compositional methodology.</p>
<p>1(d) Advanced knowledge and skills in selected studio and design areas and in selected art and design history or theory areas including visual production, communication, thinking, understanding, and creating.</p>	<p>All graphic design students are exposed to varying levels of theory related to communication of their visual ideas. Project critiques and presentations to the class provide an opportunity to present their design solutions.</p>

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<p>1(e) Knowledge and appreciation of at least one discipline related to the visual arts and design including music, drama, dance, or literature.</p>	
<p>2. The program shall develop and assess the prospective teacher's knowledge and skills pertaining to humanistic and behavioral studies relating to art and design including:</p>	
<p>2(a) Sociological, anthropological, and cultural bases of the aesthetic, artistic and design expressions in various cultures and subcultures in Wisconsin, the United States and the world.</p>	
<p>2(b) Psychological and cognitive science bases involving an understanding of individual development and the manner in which aesthetic experience can affect the development of the human personality including application to gifted students and to students with exceptional needs.</p>	
<p>2(c) Philosophical bases related to the human potential for creative expression through art and design.</p>	
<p>3. The program shall develop and assess the prospective teacher's knowledge and skills pertaining to scientific and technological studies relating to art and design including:</p>	
<p>3(a) Physical and natural science bases involving an understanding of the manner in which physical and natural forces can affect aesthetic, artistic, and design development.</p>	
<p>3(b) Technological bases involving an understanding of the manner in which new technologies can affect aesthetic, artistic, and design development.</p>	<p>This course continually explores improvements and options related to the effective use of technology in group and individual projects and presentations. Continual assessment and feedback provides students with an opportunity to reassess and alter their design solutions.</p>
<p>3(c) Mathematical bases involving an understanding of the manner in which mathematical thinking can affect aesthetic, artistic, and design development.</p>	<p>Designing for print publications requires a solid understand of measuring scales and proportions. Understanding these mathematical relationships is assessed in project evaluation and exams.</p>
<p>4. The program shall develop and assess the prospective teacher's knowledge of the fields of art and design education including:</p>	
<p>4(a) Basic knowledge and understanding of state and national standards, curricula, and assessments in art and design education.</p>	
<p>4(b) Basic knowledge and understanding of</p>	<p>Students in the advertising design course are</p>

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state and national professional organizations, publications and other resources in art and design education.	introduced to national and regional publications in the field. Students are also given assignments to research information using the web, archives, and publications to gather information for their presentations.
(c) Basic knowledge and understanding of state and national policies, guidelines and laws relating to art and design education.	