

# Kentucky Department of Education - Course Standards



Kentucky Department of  
**EDUCATION**

**Course Code: 500724**

**Course Name: Visual Art- Advertising Design/Commercial Art**

**Grade Level: 9-12**

Course standards documents are designed to show how specific standards align to courses. For instructional planning and assessment, please access the complete [Kentucky Academic Standards for Visual and Performing Arts](#) for the full scope of what students should know and be able to do.

**Upon course completion students should be able to:**

<b>HS Proficient</b>	<b>HS Accomplished</b>	<b>High School Advanced</b>
<b>VA:Cr1.1.I</b>	<b>VA:Cr1.1.II</b>	<b>VA:Cr1.1.III</b>
Use multiple approaches to begin creative endeavors.	Individually or collaboratively formulate new creative problems based on student's existing artwork.	Visualize and hypothesize to generate plans for ideas and directions for creating art and design that can affect social change.
<b>VA:Cr1.2.I</b>	<b>MA:Cr1.2.II</b>	<b>MA:Cr1.2.III</b>
Shape an artistic investigation of an aspect of present-day life using a contemporary practice of art or design.	Choose from a range of materials and methods of traditional and contemporary artistic practices to plan works of art and design.	Choose from a range of materials and methods of traditional and contemporary artistic practices, following or breaking established conventions, to plan the making of multiple works of art and design based on a theme, idea, or concept.
<b>VA:Cr2.1.I</b>	<b>VA:Cr2.1.II</b>	<b>VA:Cr2.1.III</b>
Engage in making a work of art or design without having a preconceived plan.	Through experimentation, practice, and persistence, demonstrate acquisition of skills and knowledge in a chosen art form.	Experiment, plan, and make multiple works of art and design that explore a personally meaningful theme, idea, or concept.
<b>VA:Cr2.3.I</b>	<b>VA:Cr2.3.II</b>	<b>VA:Cr2.3.III</b>
Collaboratively develop a proposal for an installation, artwork, or space design that	Redesign an object, system, place, or design in response to contemporary issues.	Demonstrate in works of art or design how visual and material culture defines, shapes, enhances, inhibits,

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transforms the perception and experience of a particular place.		and/or empowers people's lives.
<b>VA:Cr3.1.I</b>	<b>VA:Cr3.1.II</b>	<b>VA:Cr3.1.III</b>
Apply relevant criteria from traditional and contemporary cultural contexts to examine, reflect on, and plan revisions for works of art and design in progress.	Engage in constructive critique with peers, then reflect on, re-engage, revise, and refine works of art and design in response to personal artistic vision.	Reflect on, re-engage, revise, and refine works of art or design considering relevant traditional and contemporary criteria as well as personal artistic vision.
<b>MA:Pr4.1.I</b>	<b>MA:Pr4.1.II</b>	<b>MA:Pr4.1.III</b>
Analyze, select, and curate artifacts and/or artworks for presentation and preservation.	Analyze, select, and critique personal artwork for a collection or portfolio presentation.	Critique, justify, and present choices in the process of analyzing, selecting, curating, and presenting artwork for a specific exhibit or event.
<b>VA:Pr5.1.I</b>	<b>VA:Pr5.1.II</b>	<b>VA:Pr5.1.III</b>
Analyze and evaluate the reasons and ways an exhibition is presented.	Evaluate, select, and apply methods or processes appropriate to display artwork in a specific place.	Investigate, compare, and contrast methods for preserving and protecting art.
<b>VA:Pr6.1.I</b>	<b>VA:Pr6.1.II</b>	<b>VA:Pr6.1.III</b>
Analyze and describe the impact that an exhibition or collection has on personal awareness of social, cultural, or political beliefs and understandings.	Analyze and describe the impact that an exhibition or collection has on personal awareness of social, cultural, or political beliefs and understandings.	Analyze and describe the impact that an exhibition or collection has on personal awareness of social, cultural, or political beliefs and understandings.
<b>VA:Pr7.1.I</b>	<b>VA:Pr7.1.II</b>	<b>VA:Pr7.1.III</b>
Hypothesize ways in which art influences perception and understanding of human experiences.	Recognize and describe personal aesthetic and empathetic responses to the natural world and constructed environments.	Analyze how responses to art develop over time based on knowledge of and experience with art and life.
<b>VA:Re7.2.I</b>	<b>VA:Re7.2.II</b>	<b>VA:Re7.2.III</b>
Analyze how one's understanding of the world is affected by experiencing visual imagery.	Evaluate the effectiveness of an image or images to influence ideas, feelings, and behaviors of specific audiences.	Determine the commonalities within a group of artists or visual images attributed to a particular type of art, timeframe, or culture.
<b>VA:Re8.1.I</b>	<b>VA:Re8.1.II</b>	<b>VA:Re8.1.III</b>

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Interpret an artwork or collection of works, supported by relevant and sufficient evidence found in the work and its various contexts.	Identify types of contextual information useful in the process of constructing interpretations of an artwork or collection of works.	Analyze differing interpretations of an artwork or collection of works in order to select and defend a plausible critical analysis.
<b>VA:Re9.1.I</b>	<b>VA:Re9.1.II</b>	<b>VA:Re9.1.III</b>
Establish relevant criteria in order to evaluate a work of art or collection of works.	Determine the relevance of criteria used by others to evaluate a work of art or collection of works.	Construct evaluations of a work of art or collection of works based on differing sets of criteria.
<b>VA:Cn10.1.I</b>	<b>VA:Cn10.1.II</b>	<b>VA:Cn10.1.III</b>
Document the process of developing ideas from early stages to fully elaborated ideas.	Utilize inquiry methods of observation, research, and experimentation to explore unfamiliar subjects through art-making.	Synthesize knowledge of social, cultural, historical, and personal life with art-making approaches to create meaningful works of art or design.
<b>VA:Cn11.1.I</b>	<b>VA:Cn11.1.II</b>	<b>VA:Cn11.1.III</b>
Describe how knowledge of culture, traditions, and history may influence personal responses to art.	Compare uses of art in a variety of societal, cultural, and historical contexts and make connections to uses of art in contemporary and local contexts.	Appraise the impact of an artist or a group of artists on the beliefs, values, and behaviors of a society.