

AEA BRAND-U

The background is a dark, textured collage. It features a camera with a strap, a pair of headphones, a smartphone with a hashtag on the screen, a pair of glasses, and a hand-drawn sketch of a face. A large, stylized orange letter 'A' is prominently displayed in the center.

WHAT WE OFFER:

- THIS COURSE EQUIPS YOU WITH THE SKILLS TO DEFINE YOUR PERSONAL BRAND AND UNIQUE ARTISTIC VOICE. YOU'LL LEARN HOW TO SHOWCASE YOUR WORK THROUGH DIGITAL MEDIA, BUILD A PROFESSIONAL PORTFOLIO, AND CREATE COMPELLING MARKETING MATERIALS. BY THE END OF THE COURSE, YOU'LL HAVE DEVELOPED A STRONG BRAND IDENTITY, FORMED CONNECTIONS WITH FELLOW ARTISTS, AND GAINED THE TOOLS NECESSARY TO SUCCEED IN THE ART WORLD.

WHY CHOOSE AEA / OUR ADVANTAGES:

- AT AEA, OUR ARTIST-CENTRIC CURRICULUM IS SPECIFICALLY DESIGNED TO ADDRESS THE UNIQUE CHALLENGES FACED BY ARTISTS IN A TECH-DRIVEN WORLD. OUR HANDS-ON APPROACH ALLOWS STUDENTS TO APPLY BRANDING AND MARKETING CONCEPTS DIRECTLY TO THEIR ART, WHILE PERSONALIZED FEEDBACK HELPS THEM DEVELOP A DISTINCT ARTISTIC IDENTITY. THE COURSE ALSO EMPHASIZES DIGITAL LITERACY, USING INDUSTRY-STANDARD TOOLS, AND ENCOURAGES STUDENTS TO PURSUE ADOBE CERTIFICATION. NETWORKING WITH FELLOW STUDENT-ARTISTS FOSTERS COLLABORATION, CREATING A STRONG, SUPPORTIVE COMMUNITY. PORTFOLIO DEVELOPMENT IS A CORE COMPONENT, ENSURING STUDENTS GRADUATE WITH A PROFESSIONAL SHOWCASE OF THEIR WORK, WHETHER THEY ARE APPLYING FOR COLLEGE, ENTERING THE WORKFORCE, OR PREPARING FOR EXHIBITIONS.

BRAND-U CURRICULUM FLOW



Year 1

Course Title: Visual Technology 1

Course Number: 0107440

Course Credit: 1

Course Description:

Students explore the fundamental concepts, terminology, techniques, and applications of digital imaging to create original work. Students produce animated digital images through the single or combined use of computers, digital cameras, digital video cameras, scanners, photo editing software, drawing and painting software, graphic tablets, printers, new media, and emerging technologies. Through the critique process, students evaluate and respond to their own work and that of their peers to measure artistic growth. This course incorporates hands-on activities, the use of technology, and consumption of art materials.

Year 2

Course Title: Visual Technology 2

Course Number: 0107450

Course Credit: 1

Course Description:

Students explore and develop concepts, terminology, techniques, and applications to design, create, print, and display original two-dimensional animations. As they become more adept at using the tools and techniques available to them, students design animated digital images through the single or combined use of computers, digital cameras, digital video cameras, scanners, photo editing software, drawing and painting software, graphic tablets, printers, new media, and emerging technologies. Through the critique process, students evaluate and respond to their own designs and images and those of their peers to measure artistic growth with increasing sophistication. This course incorporates hands-on activities, the use of technology, and consumption of art materials.

Year 3

BRAND-U CURRICULUM FLOW

Course Title: Visual Technology 3 Honors

Course Number: 0107460

Course Credit: 1

Course Description:

Students explore advanced topics through project-based work, becoming more self-directed in their acquisition and use of concepts, terminology, techniques, and applications to design, create, and display original two-dimensional animations which may also be presented in web formats. As they become more adept at using the tools and techniques available to them, students design and produce digital images through the single or combined use of computers, digital cameras, digital video cameras, scanners, photo editing software, drawing and painting software, graphic tablets, printers, new media, and emerging technologies. Through the critique process, students evaluate and respond to their own designs and images and those of their peers to measure artistic growth with increasing sophistication and independence to promote risk-taking in the completion of conceptually based, self-directed work. This course incorporates hands-on activities, the use of technology, and consumption of art materials.

Year 4

Course Title: AP 2-D Art & Design

Course Number: 0109350

Course Credit: 1

Course Description:

The AP Art and Design course framework presents an inquiry-based approach to learning about and making art and design. Students are expected to conduct an in-depth, sustained investigation of materials, processes, and ideas. The framework focuses on concepts and skills emphasized within college art and design foundations courses with the same intent: to help students become inquisitive, thoughtful artists and designers able to articulate information about their work. AP Art and Design students develop and apply skills of inquiry and investigation, practice, experimentation, revision, communication, and reflection. The course framework integrates these skills to support student learning. It is the starting point for designing the course, the learning activities, and the assessment strategies that meet the teacher's needs and those of their students as well as state and local curricular requirements. Detailed information is provided about what students need to know and be able to do to achieve success with the AP Art and Design Portfolio Exams, to earn opportunities for college credit and placement, and to be well prepared for subsequent art and design work. Teachers are encouraged to adapt the framework to their own and their students' diverse needs and interests; there are many different ways to organize and present a successful AP Art and Design course