

# MCA Commercial Art

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## Course Description

Welcome to MCA Commercial Art! In this course, students will closely study, analyze, and practice the art of visual design and its applications. Students will learn the technical and conceptual aspects of visual communication that includes mediums such as drawing, illustration, printmaking, bookmaking, and graphic design.

Students will be asked to complete a number of hands-on projects that require students to not only apply their technical skills, but also to demonstrate creativity and concept. Students will investigate how design functions within our culture and shapes our understandings of the world. Students will work towards creating a digital and print portfolio that showcases their strengths and voices as artists.



Jean-Michel Basquiat, *Horn Players*, 1983

## Class Principles



Andy Warhol, *Marilyn Diptych*, 1962

- **This classroom is a safe space:** No hateful language, actions, or attitudes will be tolerated at any time.
- **This classroom is a professional space:** We will not waste class time with unprofessional activities or distractions. I expect students behave like they are walking into their future job: On time, with necessary materials, and ready to actively participate in our learning environment.
- **This classroom is a cooperative space:** We will work together, we will discuss together, and we will create together – Respectfully.

## Studio Policies

- Food and drinks are not permitted in the studio near artmaking.
- Computers are to be used for academic purposes only.
- Cell phones are an amazing tool, but can be an amazing distraction. If a cell phone becomes a distraction- I will remove the distraction without discussion.
- Students may use the restroom with the permission of the instructor. Misuse of the restroom pass will result in a loss of privileges.



Marcel Duchamp, *Fountain*, 1917

## Google Classroom, Synergy, and iCouldBe



All students are required to register and use Google Classroom, as this will be the primary means of communication outside of the classroom. Assignments and resources will be available through Google Classroom. Our classroom code is **H6dmjce**. Grades will be available on Synergy via Student Vue and Parent Vue. MCA Juniors participate in an online mentoring program called iCouldBe. Students will be given class time to complete activities but time outside of class is required.

Faith Ringgold, *Dancing at the Louvre*, 1991

## Materials

### Required

- 8.5" x 11" Sketchbook
- #2 pencils and erasers
- Pens

### Strongly Encouraged

- Smock
- Colored pencils
- Pencil sharpener



Kara Walker, *Darkytown Rebellion*, 2001

## Grading

*Everyone* can succeed in this course, regardless of their prior skills or abilities.

In this course, student will be assessed as follows:

**20%** Sketchbook- Starters & Process  
**80%** Assignments, Projects, and Homework

The grading scale is as follows:

**A=** 90-100%      **D=** 60-69%  
**B=** 80-89%      **F=** 59% or less  
**C=** 70-79%

All projects will be graded on a rubric distributed at the beginning of the project.



## Late Work Policy:

All assignments are to be completed and turned in by the due date. Late work will be accepted within a week from the due date. A day is a school day, regardless of whether or not the class meets.

Each day late equals -10% of grade earned. Example: 3 Days Late = -30% of grade earned.

**After a week the assignment or project can be turned in for no more than 60% credit.**

Special circumstances preventing on time work needs to be arranged **3 days** in advance of the due date by the student in a student/teacher meeting if accommodations are to be made.

Frida Kahlo, *The Two Fridas*, 1939

**Signatures:** return for 5 homework points

due Friday 8/19/2022

My parents/guardians and I have read and understand the course syllabus for MCA Commercial Art

Student Name (please print) \_\_\_\_\_

Student Signature \_\_\_\_\_

Parent/Guardian Signature \_\_\_\_\_ Date: \_\_\_\_\_

What is the best way to get in touch with you? \_\_\_\_\_

**Extra Credit Parent/Guardian Homework:** Draw something below that tells me why your student is awesome!

A large, empty rectangular box with a thin black border, intended for a drawing. It occupies the lower half of the page.

Don't forget to sign your masterpiece.

## MVROP EQUIPMENT CHECKOUT LIABILITY FORM

### Equipment Checkout: Terms & Conditions

MCA Commercial Arts students and their parents/guardians are liable for the loss, and/or damage of video equipment, when they have checked it out for classroom, campus, or for off-campus use. Depending on what the students check out for their project, the cost of a camera kit is estimated to be between \$500 - \$1,500. The cost of additional equipment used in the classroom ranges from \$1,200 - \$5,000.

1. Students must use school equipment for approved class projects only.
2. Students must use the equipment with responsibility, care, and professionalism.
3. Students must return equipment on time, on the check-in date or check-out privileges will be revoked. If a student will be absent for any reason on the date equipment is due, arrangements must be made for the equipment to be dropped off at MVROP. At the very least, call. (510) 657- 1865 ex 15201
4. Students are responsible for returning equipment in the same condition it was checked-out, and note any issues the camera may be having. (many can be fixed easily)
5. Students, parents/guardians will pay for the replacement of equipment lost or damaged by their student. In order for students to check out video equipment, students, parents/guardians must accept the terms and conditions. This contract may be applied to students seeking the use of video equipment for school projects but enrolled in another class. Please check the appropriate line, sign, and return. If no check is made, the overnight category will be assumed.

\_\_\_\_\_ Authorize student for overnight and school time equipment checkouts

\_\_\_\_\_ Authorize student for equipment checkouts only during class time

\_\_\_\_\_ Do not check out equipment to my student; we will provide our own

My signature below indicates that I have received and read a copy of the above Digital Video Arts handbook and understand my responsibilities. The student agrees to abide by all rules and procedures. Consequences for not complying may result in being placed on contract or being removed from the class. Equipment checkout is a privilege and we understand it may be revoked should the rules of the class not be followed. We accept liability for the equipment the student listed below chooses to check out and will do everything we can to respect due dates and return the equipment in its original condition.

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Student Signature

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Print Student Name

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Parent Signature

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Date