



Priority Standards

Subject Priority Standards

HS Media Arts – Digital Advertising

Below is a table of the priority standards.

Creative Process	Priority Standard	Essential Skills
Creating	Cr1.1.1a - Use multiple approaches to begin creative endeavors.	<ul style="list-style-type: none"> Practice with specific materials and techniques. Develop artistic ideas through brainstorming, sketching, storyboarding.
Creating	Cr1.2.1a - Shape an artistic investigation of an aspect of present-day life using a contemporary practice of art or design.	<ul style="list-style-type: none"> Create works of graphic design that are influenced by established traditions, current events, and contemporary themes.
Creating	Cr2.1.1 - Engage in making a work of art or design without having a preconceived plan.	<ul style="list-style-type: none"> Create graphic design by experimentation, practice and persistence.
Presenting	Pr.6.1.1a - Analyze & describe the impact that an exhibition or collection has on personal awareness of social, cultural, or political beliefs & understandings.	<ul style="list-style-type: none"> Examine cultural and historical relevance graphic design through the study of art history and visual culture.
Responding	Re9.1.1a - Establish relevant criteria in order to evaluate a work of art or collection of works.	<ul style="list-style-type: none"> Evaluate art based on: <ul style="list-style-type: none"> Standards in craftsmanship, creativity, technical execution Criteria development Art history Art criticism Reflection Formal evaluation vs. personal judgment
Connecting	Cn11.1.1a - Describe how knowledge of culture, traditions, & history may influence personal responses to art.	<ul style="list-style-type: none"> Develop a deeper understanding of graphic design with social, cultural, and historical context.

Creative Process	Priority Standard	Essential Skills
Connecting	Cn10.1.1a - Document the process of developing ideas from early stages to fully elaborated ideas.	<ul style="list-style-type: none"> • Formulate personal awareness by reflecting on the creative process from start to finish through: <ul style="list-style-type: none"> ○ Journaling ○ Portfolios ○ Written responses to new knowledge