

Wisconsin's Model Academic Standards for Art and Design Education

Art and Design Communicating

E: Visual Communication and Expression

Content Standard

Students in Wisconsin will produce quality images and objects that effectively communicate and express ideas using varied media, techniques, and processes.

Rationale:

Images and objects (cars, appliances, clothing, furniture, buildings, works of art, etc.) carry meanings and communicate ideas. Designers, graphic artists, architects, and other artists use a variety of processes to communicate ideas. Students need to learn how to read images and understand the meanings carried by objects.

PERFORMANCE STANDARDS

By the end of grade 4 students will:

- E.4.1 Communicate basic ideas by producing studio art forms, such as drawings, paintings, prints, sculpture, jewelry, fibers, and ceramics
- E.4.2 Communicate basic ideas by producing design art forms, such as graphic design, product design, architecture, landscape, and media arts, such as film, photography, and multimedia
- E.4.3 Communicate basic ideas by producing popular images and objects, such as folk art, traditional arts and crafts, popular arts, mass media, and consumer products
- E.4.4 Communicate basic ideas by producing visual communication forms useful in everyday life, such as sketches, diagrams, graphs, plans, and models
- E.4.5 Use the visual arts to express ideas that cannot be expressed by words alone

Activities may include:

- Using nature as a source to create a design, such as a paper maché (paper and paste) sculpture or piece of jewelry
- Creating a business card with a design that communicates the nature of the business
- Creating a quilt square expressing a deeply felt belief
- Creating a blueprint for the best school in the world
- Making a work of art, such as a poster, that expresses an idea or strong feeling about a social issue