

## INSTRUCTIONAL MATERIALS PUBLISHERS

### Bid Item

**Course:** Digital Art Imaging 1 (0108370)

**Title:** Communicating Through Graphic Design Digital Class Set , Edition: 1st

**Copyright:** 2014

**Author:** Kevin Gatta and Claire Mowbray Golding

**Grade Level:** 9 - 12

### Publisher Questionnaire

**Authors & Credentials:** List full name of author(s), with major or senior author listed first. Briefly provide credentials for each author.

Kevin Gatta is design director of Gatta Design & Co., Inc. He is a Distinguished Professor for the Graduate Communications Design Department at Pratt Institute. Kevin co-authored and designed Foundations of Graphic Design (Davis Publications, 1990) and authored its teacher's edition in 1994. Through the years, Kevin gained experience at Herb Lubalin Associates; The Pushpin Group; and the Pushpin affiliate David Pocknell & Co. in Essex, England. Kevin lives with his family in Brooklyn, New York. Claire Mowbray Golding is a freelance writer and editor with over twenty-five years' experience in educational publishing in art. She spent 23 years as an editor at Davis Publications before leaving to pursue a life-long interest in writing. She is the author of What's That Bird? (with Joseph Choinere, Storey Publishing, 2005) and has won awards for her poetry. She lives in Princeton, Massachusetts.

**Students:** Describe the type(s) of students for which this submission is intended.

Students grades 9-12

**1. IDENTIFY AND DESCRIBE THE COMPONENTS OF THE MAJOR TOOL.** The Major Tool is comprised of the items necessary to meet the standards and requirements of the category for which it is designed and submitted. As part of this section, include a description of the educational approach of the submission.

**Educational Approach** (The information provided here will be used in the instructional materials catalog in the case of adoption of the program. Please limit your response to 500 words or less.)

Developed to address the needs of computer-based graphic design programs, as well as more traditional design approaches. Takes a fresh look at one of the fastest-growing of all art careers. This text hones students' fundamental thinking and drawing skills with traditional media, then moves on to specific areas of design, allowing students to observe and analyze exemplary works from a variety of designers past and present, and to find their own solutions to real-world design problems. Includes chapters on identity design, publications, advertising, environmental and information design, and web/digital design. In-depth career information and profiles of professionals working today.

**Major Tool - Student Components** Describe each of the components, including a format description.

All digital student eBook, student account which includes ePortfolio, and supplemental digital images set (50 Images).

**Major Tool - Teacher Components** Describe each of the components, including a format description.

All digital student eBook, teacher eBook, 30 student accounts, curriculum builder, ePortfolio, teacher resources, supplemental digital image set (50 images) and School/Arts magazine.

**2. IDENTIFY AND DESCRIBE THE ANCILLARY MATERIALS.** Briefly describe the ancillary materials and their relationship to the major tool.

**Ancillary Materials - Student Components** Describe each of the components, including a format description.

All digital: ePortfolio - Create custom online portfolios to share student artwork with parents, classmates, community members and colleagues. Assess progress and accomplishments. Extend learning outside the classroom with links to videos, galleries and information. Supplemental Digital Image Set -- Access 50 fine art images on Davis Digital Art Images with the purchase of an eBook Class Set. Extend the concepts covered in Davis studio lessons with high-quality images for classroom projection and individual student study. Studio Explorations Supplemental Images sets are tailored to the studio activities in each Davis eBook.

**Ancillary Materials - Teacher Components** Describe each of the components, including a format description.

All digital: ePortfolio - Create custom online portfolios to share student artwork with parents, classmates, community members and colleagues. Assess progress and accomplishments. Extend learning outside the classroom with links to videos, galleries and information. Teacher Resources - Studio Support Masters include sequential photos and illustrations teach techniques and processes in practical format. Assessment Masters include detailed studio rubrics to reinforce and extend the rubrics in the student eBook. Chapter review questions reinforce key ideas and concepts. Vocabulary Masters and Art & Artists Profiles, highlight the accomplishments of artists and works of art and reinforce vocabulary development through stimulating word games. Supplemental Digital Image Set -- Access 50 fine art images on Davis Digital Art Images with the purchase of an eBook Class Set. Extend the concepts covered in Davis studio lessons with high-quality images for classroom projection and individual student

study. Studio Explorations Supplemental Images sets are tailored to the studio activities in each Davis eBook. Teachers Resources - Lesson-specific support includes studio masters, rubrics, unit reviews, maps, background on art and artists, games, manipulatives, report formats and more. Teacher support includes letters to parents, portfolio-making templates, blank timelines. Curriculum Builder - Customize your curriculum and lessons. Create customized lessons with everything you need in one place: lessons from Davis eBooks, easy-to-format text modules, examples of student artwork, fine art images, videos, and links to websites and galleries. Include documents such as Word files and PDFs that can be easily shared and downloaded by students or colleagues. Develop comprehensive lessons that you can use in subsequent years. SchoolArts Magazine - Created by teachers for teachers this K-12 magazine includes lesson plans and teaching strategies which are classroom tested, articles on advocacy in every issue, ready-to-use fine art teaching resources.

**3. HOW MUCH INSTRUCTIONAL TIME IS NEEDED FOR THE SUCCESSFUL IMPLEMENTATION OF THIS PROGRAM? Identify and explain the suggested instructional time for this submission. If a series, state the suggested time for each level. The goal is to determine whether the amount of content is suitable to the length of the course for which it is submitted.**

This text is designed for daily or weekly use in classes of average length (i.e., about 50 minutes) within a typical high school semester or year. It offers teachers the flexibility of choosing content most relevant to their particular teaching needs, as well as providing comprehensive coverage of the topic for high school learners.

**4. WHAT PROFESSIONAL DEVELOPMENT IS AVAILABLE? Describe the ongoing learning opportunities available to teachers and other education personnel that will be delivered through their schools and districts as well as the training/in-service available directly from the publisher for successful implementation of the program. Also provide details of the type of training/in-service available and how it may be obtained. (The information provided here will be used in the instructional materials catalog in the case of adoption of the program.)**

Professional Development will be provided by Davis Publications should Districts purchase state-adopted materials from Davis Publications. Training will be provided by a Davis Publications Consultant in one of the formats listed below. All upgrades for Davis Digital products will be free of charge through the life of the license purchased. Trainings can be set up in a variety of different ways depending on your needs and the availability of time. Below are a few of our most commonly implemented training formats: •Content and Digital training- Full day. This includes training on the textbook format, content (themes, lessons, structure, etc), and features as well as training on the Davis Digital platform and its features. •Digital Activation Training- half day. This includes a presentation on all functions and features of Davis Digital and a hands-on Digital workshop during which all teachers gain experience using Davis Digital. The workshop option requires access to the Internet and devices (computers, laptops, tablets) for each teacher •Content and Digital Overview- half day. Presentation includes a solid introduction to both the textbook Content and digital features. •Digital Online Training/Webinar- 1- 1.5 hours. This includes a presentation on Digital functions and features based on your needs. Multiple webinars can be scheduled, they tend to work best as a follow up or "refresher" presentation following a half or full day inservice.

**5. WHAT HARDWARE/EQUIPMENT IS REQUIRED? Briefly list and describe the hardware/equipment needed to implement the submission in the classroom. REMEMBER: Florida law does not allow hardware/equipment to be included on the bid! However, schools and districts must be made aware of the hardware/equipment needed to fully implement this program.**

The Davis Digital eBooks and platform are fully compatible with, MAC, PC, Android and Windows based devices. For iPad and iPhone, ePortfolios require use of the free Davis Digital App for full compatibility. Davis Digital is compatible with most modern browsers and operating systems. The minimum requirements include one of the following browsers: Internet Explorer 7.0 or higher Safari 3.0 or higher Firefox 6.0 or higher Chrome 9.0.597 or higher Opera version 10 or higher For mobile browsing, the latest Web Kit-based (Android) or Mobile Safari (iOS) browser is supported. For e-Portfolio file uploads, the free Adobe Flash 10 or higher browser plugin is required. If website filtering software is enabled, the following addresses should be un-blocked to insure full access: \*.davisartspace.com \*.rackcdn.com

**6. WHAT LICENSING POLICIES AND/OR AGREEMENTS APPLY? If software is being submitted, please attach a copy of the company's licensing policies and/or agreements.**

6 year license

**7. WHAT STATES HAVE ADOPTED THE SUBMISSION? List some of the states in which this submission is currently adopted.**

The following states have adopted some or most of the Davis Digital products in this submission: Tennessee, Texas, North Carolina, South Carolina, and Arkansas.

**8. LIST THE FLORIDA DISTRICTS IN WHICH THIS PROGRAM HAS BEEN PILOTED IN THE LAST EIGHTEEN MONTHS.**

Not Applicable