



Lesson Plan: Defining Civic Duty and Participation

GRASPS:

Goal	You have been commissioned to create an original piece of artwork for an advertising agency regarding civic duty and participation, specifically pertaining to the youth in your community. You will then present your illustration, discussing your visual images/quotes/representations to show your understanding of the agency's vision.
Role	A freelance illustrator asked to create an advertisement to "jump start" a benefit to move the community towards civic participation.
Audience	The CEO and his Board of Directors of the "Movement Advertising Agency", as well as the wealthy funder of the benefit, will listen to your presentation and view your illustration of civic participation.
Situation	Presentation for an advertising agency, potential for your image to be made into an authentic art piece for use in a benefit that "moves" people to civic participation.
Purpose	There is a rich funder in your community who is outraged at the lack of civic participation by the youth, and the apathy towards understanding how civic duty can help our society. He is funding a benefit and has hired the Movement Advertising Agency to create an illustration to "kick off" the event that will move people to do their part. This illustration will be the opening image at the benefit to be followed by other presentations regarding the state of our community, and what we as citizens can do to improve the situation.
Standards for Success	Your illustration and presentation depict a clear picture of civic duty and participation for youth, and it helps create a working definition for that responsibility. This illustration encourages students to sign up for activities that pertain to topic of participation - for example, Adopt a Highway or School Beautification Day.



Quality Criteria:

Criteria	Advanced	Proficient	Basic	Below Basic
<p>Communicate values, opinions or personal insights through an original work of art.</p> <p>Use various observational drawing skills to depict a variety of subject matter. Create a drawing, using varying tints, shades and intensities.</p>	<p>Illustration was creative and depicts clear meaning to the viewer. The viewer is moved to respond to the art about the subject.</p> <p>The use of visual art elements are apparent and contain an aesthetic level of complexity.</p>	<p>Illustration was creative and depicts clear meaning to the viewer.</p> <p>The use of visual art elements are apparent and help communicate your understanding.</p>	<p>Illustration was somewhat creative and depicts little meaning to the viewer.</p> <p>The use of visual art elements is evident but limited.</p>	<p>Illustration was simple, hard to understand meaning.</p> <p>The use of visual art elements are not applied with the purpose of communicating your understanding.</p>