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## INTERACTIVE MEDIA PRODUCTION (in Visual Arts) 2010-2011 Assessment Guidelines

**The Visual Arts programs** teach the techniques and concepts that will help students think and work creatively; teach the visual values that will help define our students' aesthetic philosophies; help students become familiar with the art and artists throughout history who have shaped our cultural heritage; help students develop good working habits and professional habits of mind; and prepare students, through portfolio development, to successfully apply as an art major to the college of their choice

**BCPS Magnet EXPO!:**                      **Saturday, October 3, 2009**                      **10:00 a.m. - 2:00 p.m.**  
**Crowne Plaza Timonium**

**Open House :**                              **October 18, 2009**                      **1:00 - 3:00 p.m.**                      **G.C. Carver Center**

**Application Deadline:**                      **November 30, 2009**

Application packets are available at [www.bcps.org/offices/omp](http://www.bcps.org/offices/omp). Applications must be received or postmarked on or before November 30, 2009. Late applications are not processed.

***Applications MUST be mailed to:***  
**High School Magnet Application**  
**Office of Magnet Programs**  
**6901 N. Charles Street**  
**Towson, MD 21204**

It is the parent's/guardian's responsibility to submit a complete application and a copy of all report card grades for the 2008-2009 school year.

**Assessment reminders will be mailed to all applicants.**

***Parents/Guardians of applicants who have NOT received notification at least five (5) days prior to the assessment date MUST contact the school to verify/schedule an appointment.***

**Pre-Audition Workshop:**                      **October 28, 2009**                      **6:00 - 8:00 p.m.**

This Interactive Media Production workshop will give students an opportunity to experience a few of the many skills that the program offers. In addition, expectations for the audition will be discussed. **The workshop is optional and participation in the workshop is not considered during the application, audition or decision process.**

**Students who wish to participate in the workshop MUST register.** The cost of the workshop is \$10. It is recommended that you sign up for the workshop during the Open House, but if you are unable to attend the Open House, you may register until October 23<sup>rd</sup> 2009 by emailing Rob Miller ([rmiller@bcps.org](mailto:rmiller@bcps.org)) or calling (410) 887-2793.

**Interactive Media Production Audition:            January 9, 2010            *Auditions by appointment***

Applicants will be advised of their appointments by postcard. Please arrive 15 minutes prior to the scheduled time. Students will register for the audition in the front lobby with the required materials. Students who are more than 10 minutes late may not be admitted into the audition. **Students who do not bring required materials with them will not be permitted to audition.** On average, the entire audition takes approximately 3 hours. Due to personnel and time constraints, auditions may not be rescheduled. Parents may stay in the main lobby during the audition, or return to the school within 3 hours. Due to the high volume of applicants, there will be no seating available in the school for parents/guardians.

***Failure to attend an audition WILL result in disqualification.***

**Inclement Weather:** In the event that schools are closed due to inclement weather, weeknight magnet assessments will be postponed. Weekend magnet assessments will be postponed if the snow emergency plan is put into effect for Baltimore County. Postponed assessments will occur on the designated inclement weather date, January 23, 2010.

**Inclement Weather Date:**            January 23, 2010

**Directions to George Washington Carver Center for Arts and Technology:**

**From West:**

1. Merge onto **I-695 N** via the ramp to **Towson**
2. Take exit **26A** toward **Towson/York Rd**
3. Turn **left** at **West Rd** (signs for **Towson/York Rd**)
4. Take the 1st **right** onto **York Rd**  
Make a right at the next light, Fairmount Ave.

**From East:**

1. Take the ramp onto **I-695 W**
2. Take exit **26** toward **Towson**
3. Turn **left** at **MD-45/York Rd**  
Make a right at the next light,  
Fairmount Ave.

# Interactive Media Production (in Visual Arts) Audition Information

## Prior to the Audition Demonstration of Interest

*This MUST be completed prior to coming to the audition.*

*Applicants who do not come to the audition with the required materials will not be allowed to participate in the audition process.*

**Candidates are reminded that it is important to read and be prepared to discuss the information on the page “Visual Arts Cover Letter.”**

**To audition for Interactive Media Production (multimedia/film) you must complete the following:**

1. On the day of your audition:
  - It is highly recommended that you bring a CD-R/RW or a Flash Drive to save your audition work.
  - Bring a 18x24 drawing pad, 2B pencils and eraser.
  - **Preparation for the Audition:** On the day of your audition, you will be asked to spend one and a half hours creating a Photoshop Composite/Photomontage and forty five minutes making an audition drawing. The images for creating your Photoshop Composite Photomontage will be supplied. To help you prepare for this audition a series of video and written tutorials have been prepared and are available on-line at the following URL: <http://carverhs.bcps.org/imp> and will be available during the audition. It is highly recommended that you review these tutorials and practice creating pieces on your own prior to your audition.
2. **IMP- PORTFOLIO OF 10 WORKS:** Prepare a portfolio of drawings and computer-generated artworks demonstrating the ability to create both traditional and new media artworks. Computer artwork must be submitted as full color inkjet prints on a minimum 8” x 10” paper or larger. Include information as to what applications were used to create the art. Work should be carefully protected and identified with name, address and phone number. Applicants should submit their best examples in both technique and concept.

*Candidates who do not complete all of the following will be disqualified.* This is a measure of how well you do homework, how you apply your talent, and how well you can follow directions and work independently.

- All artwork must be made 100% by the applicant.
- The minimum time spent working on each requirement listed below should be no less than 3 hours.
- Artwork done for the portfolio can be done in any medium.
- The self-portrait drawing must be 18” x 24”. Recommended sizes are listed for the other works.
- Show us your range of handling media; for example, the still life can be done in one medium, and the self-portrait can be done in another medium.

- A. Portfolio (Envelope):** Design and construct your own portfolio; do not simply decorate an existing portfolio. It should be approximately 23" x 30", creatively designed, sturdy, easy to carry, easy to open, and made completely by the student.
- B. Self-Portrait (Traditional Drawing 18" x 24" required):** Create a Self-Portrait including the environment as seen in a mirror: The work must be from direct observation. This assignment must be completed using only a drawing pencil or charcoal. Be sure to show a range of values, and an awareness of light source. The drawing will not be returned.
- C. Still-Life from observation:** The work must be drawn from life/direct observation (12" x 18"). Do not copy from photographs or other printed materials or draw from the imagination. Show a direct light source, cast shadows, and show a full range of values from lightest grays to the darkest blacks.
- D. A composition incorporating at least 5 of the silhouettes found on the attached sheet marked Portfolio Composition Drawing Selection Sheet.** You may fill in the detail that is not evident in the silhouettes using any medium. There is no single correct solution. Be as creative as you can!
- E. Two Non-Observational Drawings (11" x 14" minimum):** These drawings should be done solely from the imagination. These drawing will offer helpful insights into the way in which a candidate deals with issues of composition, light, form, and spatial relations.
- F. Sketch Book(s):**  
This should be work that you have created outside of art class; direct observation only (not copied, cartoon, graffiti, anime or fantasy drawings). Drawings should show a wide variety of subject matter. We suggest that you buy a hardback sketchbook about 9"x 11." Carry a sketchbook with you where ever you go and draw from direct observation.
- G. Visit an Art Museum, Make a Drawing from a Work of Art and Write an Art Review.**  
In the museum make a developed sketch from direct observation in your sketchbook of a work of art found in the museum. Take notes and write your thoughts on the opposite page while at the museum. Give yourself at least one hour to draw.  
At home type a two-three paragraph review based on your own thoughts and observations from the notes that you made in your sketchbook. The review should address 1) why you chose the work and 2) how color, composition, texture, mood, and theme affect the look and feeling of the work. Include the artist's name, the name of the museum, and your reason for selecting the art work. Suggested local museums are: The Baltimore Museum of Art, The Walters Art Museum, The Visionary Art Museum, and The National Gallery of Art in Washington, D.C.
- H. Other Art Works done within the past two years:**  
This can include drawings, paintings, photographs, prints, original computer-generated art, videos, animations and sculpture. Show us your involvement with making art. Bring the art you made in school and on your own. If you choose to bring digital art, your work should show what you, the artist, can do with a computer program, not what a computer program can do for you.

## **On the Day of the Audition**

**The audition takes approximately 2.5 hours.**

**Applicants who do not come to the audition with the required materials will not be allowed to participate in the audition process.**

As all Visual Arts classes receive GT credit, students are evaluated based on demonstrated interest and potential for success in classes at this level.

1. **Portfolio (32 Points):** While working on your audition drawing, an adjudicator will ask you to show the work you have prepared in your portfolio.
2. **Photoshop Composite/Photomontage Audition (30 points):** On the day of your audition, you will spend one and a half hours creating a Photoshop Composite/Photomontage. The images for creating your Photoshop Composite Photomontage will be supplied. To help you prepare for this audition a series of video and written tutorials have been prepared and are available on-line at the following URL: <http://carverhs.bcps.org/imp> and will be available during the audition. It is highly recommended that you review these tutorials and practice creating pieces on your own prior to your audition.
3. **Drawing Audition (30 points):** You will be required to draw from a still-life for forty five minutes. FOLLOWING INSTRUCTIONS, CIVIL AND CONSIDERATE BEHAVIOR, ATTENTIVENESS AND TIME SPENT DRAWING ARE REQUIRED AND MONITORED DURING THE AUDITION. STUDENTS WHO ARE UNCIVIL OR DISTRUPTIVE DURING THE AUDITION PROCESS WILL BE ASKED TO LEAVE. STUDENTS WHO ARE ASKED TO LEAVE THE AUDITION WILL BE DISQUALIFIED.

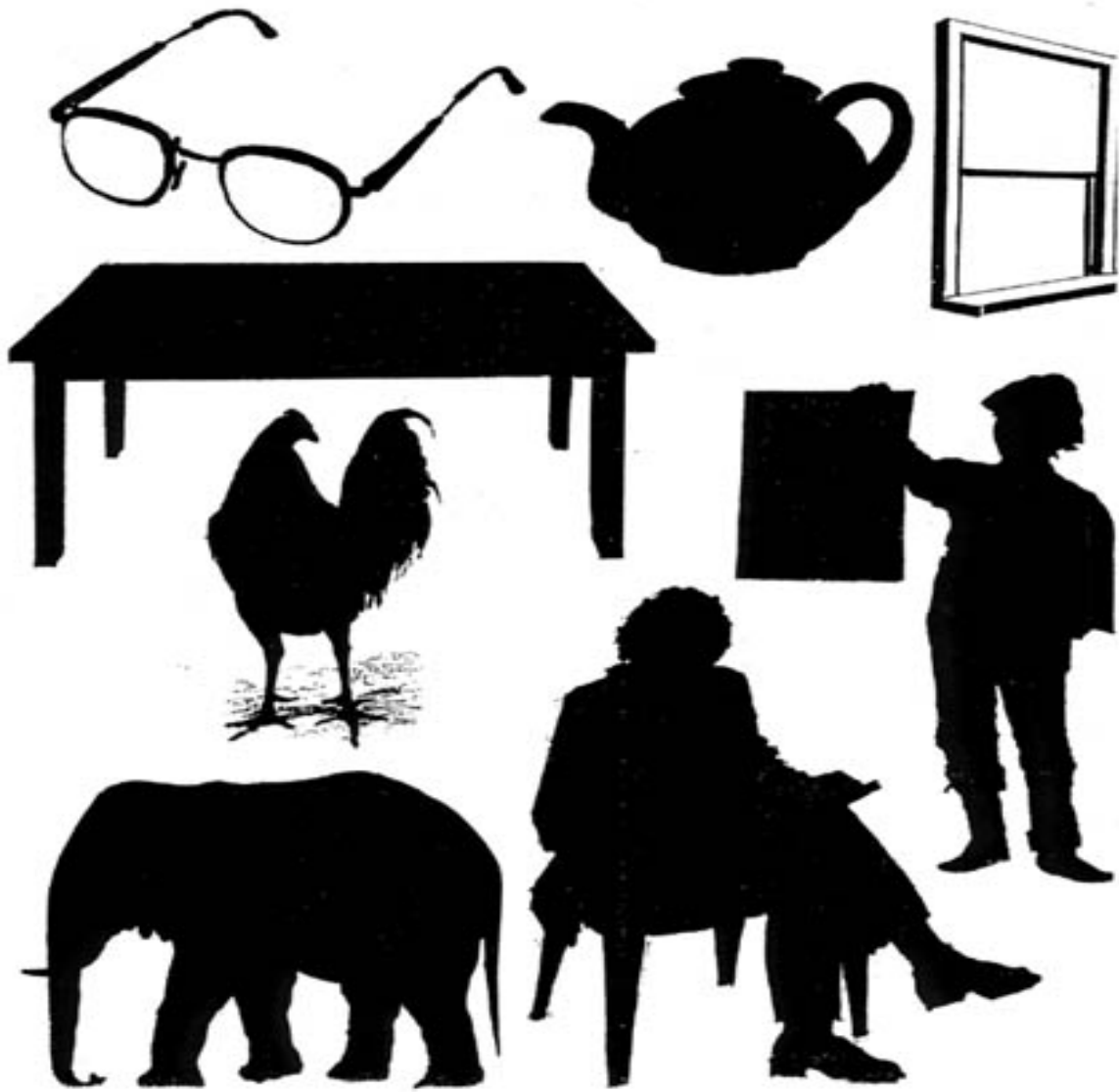
Bring an 18"x 24" drawing pad. On the day of your audition, you will spend forty-five minutes drawing a still-life. This drawing will not be returned.

The following criteria will be applied when scoring the Audition Drawing:

- Composition/Originality (intelligent use of the picture plane)
- Quality of Mark (sensitivity to the quality of mark and effective use of the drawing instrument)
- Ability to Describe Form and Attention to Detail (accuracy and sense of truth)
- Value (full range of tones from black to white)
- Proportion (size relationships within forms and to other forms)
- Relationship to other Forms and to the Environment in Measured Space

4. **Interview (8 Points):** While you are working on your **Photoshop Composite/Photomontage/Drawing**, an adjudicator will ask you to show the work you have prepared in your portfolio and interview you by asking you a series of questions. The purpose of the interview is to determine your interest in Interactive Media Production. You will be asked to discuss the goals of the Visual Arts Department as outlined in the application packet.

CARVER CENTER FOR ARTS AND TECHNOLOGY  
PORTFOLIO COMPOSITION DRAWING SHEET



## ***VISUAL ARTS COVER LETTER***

The Carver Center Visual Arts Prime has two G/T college tracks: General Fine Arts (GFA) and Interactive Media Production (IMP). All Visual Arts students (GFA and IMP) are required to take Foundations and the course in Drawing/Painting. At least two Visual Arts courses per year are also required. Before deciding which is right for you, please carefully read the detailed descriptions and audition requirements in the following pages.

Students that receive a cumulative B+ or higher in the art prime may elect to take a 3<sup>rd</sup> art course.

Descriptions are as follows:

### **GENERAL FINE ARTS (GFA)**

#### **COURSES**

\*Foundation Rotation, \*Drawing/Painting II, Filmmaking, Figure Painting, Figure Sculpture, Multimedia, Painting, Photography, Sculpture and AP Studio

#### **SCHEDULE**

Students customize their art courses after Foundation Rotation.

G9- Foundation Rotation (2 credits); G10- Drawing/Painting II (1 credit), Elective (1 credit), G11 – Electives (2 credits); G12 – Electives (2 credits)

\*= course requirement

### **INTERACTIVE MEDIA PRODUCTION (IMP)**

#### **COURSES**

Students must commit to 2 credits per year including four credits of IMP

\*Foundation Rotation; \*Drawing/Painting II; \*Principals of Arts, Media and Communication; \*Interactive Multimedia Production; \*Advanced Interactive Multimedia Production; GFA Electives

#### **SCHEDULE**

G9-Foundation Rotation (2 credits); G10 - Drawing/Painting II (1 credit),

\*Principals of Arts, Media and Communication (1 credit); \*Interactive Multimedia Production (1 credit); G11 \*Advanced Interactive Multimedia Production (2 credits with an emphasis on Digital Filmmaking or Multimedia);

G12-GFA Electives (2credits)

\*= course requirement

## VISUAL ARTS COURSE DESCRIPTIONS

- **Foundations:** (Required for all Visual Arts Students) Students rotate quarterly to four different teachers. Each instructor will teach Drawing and one of the following art disciplines: Digital Filmmaking, Multimedia, Photography and Sculpture. Foundations are a requirement for all Visual Arts students; through Foundations students are taught the “Carver Way”.
- **Digital Filmmaking:** Students learn the language of fine art filmmaking by creating and editing videos and animations.
- **Drawing:** The essential foundation to in-depth observation and the basis of all the visual arts. Drawing from direct observation is a requirement.
- **Figure Classes- Painting and Sculpture:** Students work from the model through painting, drawing and sculpture. Students learn the classical approach to understanding the proportions of the figure and how the figure occupies space in the environment.
- **Multimedia:** Multimedia is a computer-based medium that provides students with a fine arts as well as a commercial arts orientation.
- **Painting:** (Required for all Visual Arts Students) Oil colors applied to stretched canvas with brushes. Students are taught basic two dimensional skills rooted in the renaissance tradition all the way to expressing ideas through contemporary image making. One credit of learning basic painting is a requirement for all Visual Arts students.
- **Photography:** The application of traditional SLR, 35 mm cameras, traditional and non-traditional wet lab processing, and digital color imaging.
- **Sculpture:** A classical understanding of beauty, form and structure in clay.
- **AP Studio:** An upper level seminar/studio course. Students work in their favorite medium.
- **Principles of Arts, Media and Communication** (Required for IMP only): Students examine the opportunities and requirements of the major career pathways in this industry including: Communication and Broadcast Technologies, Multimedia Production, Graphic Design and Print Communication.
- **Interactive Multimedia Production** (Required for IMP only): This course further develops student mastery of media design and the interactive media production process.
- **Advanced Interactive Multimedia Production** (Required for IMP only): Students will advance their knowledge and skills in multimedia design and production or multimedia film design and production through project planning and product development.

## ***VISUAL ARTS DEPARTMENT GOALS & EXPECTATIONS***

### **What are the goals and expectations?**

- To teach the techniques and concepts that will help students think and work creatively.
- To prepare students through portfolio development to successfully apply as an art major to the college of their choice through General Fine Arts, AND/OR to successfully complete a Visual Arts complete track (IMP - Digital Filmmaking or IMP – Multimedia).
- To teach the visual values that will help define our students' aesthetic philosophies.
- To help students become familiar with the art and artists throughout history who have shaped our cultural heritage.
- To help students develop good working habits and professional habits of mind.

### **How are these goals and expectations accomplished?**

- Studio lessons are given daily. Visual Arts students take at least two credits of art per year. Art instruction occurs for 1 1/2 hours to 3 hours depending on the course level and schedule. Beginning in the foundation level, no less than three hours per home assignment is expected. All freshmen take a required rotation foundation course that includes the study of drawing, digital filmmaking, multimedia, photography, and sculpture. Sophomores study painting/drawing and may elect up to two other art offerings. Juniors and seniors study 2-3 art courses of choice.
- Carver Center students are expected to be respectful of their environment in and out of the studio.
- Students are expected to maintain an environment conducive to creativity.
- Students are required to carry a sketchbook at all times and to draw daily.
- Students are required to maintain a portfolio of their work.
- All classes have required home assignments on a daily or weekly basis. Home assignments are graded and count as a substantial portion of the grade.
- Carver Center students are expected to be focused and maintain a strong work ethic and practice professional habits of mind.
- The Visual Arts Prime is rooted in a Fine Arts philosophy with an emphasis on drawing. Students are taught by learning how to observe and describe the way contours, light, and shade defines form and space. Students are taught to gather visual information by looking and thinking about their own environment so they can describe their own visual experiences. Through direct observation student artists begin their search for personal imagery and creative thinking.