# Rev<sub>It</sub> I

# ART + CTE

Visual & Media Arts literacy
Defined by The California Arts Standards

## **Industry Art** ∽ Three 75-minute classes minimum

### **Concept to Production**

**Imagination** 

Submit

Think tanks

Design

Collaboration

Conceptualize

Focus groups



### **Production**













- Add Illustration, Graphics, and Marketing to your resume.
- Use terminology like Pantone and color theory, highlighting the importance of paying attention to detail at an interview.
- Print logo wear for your school teams and other local events.
- · Add professional materials to your portfolio.

# MATTHEW BAKER Industry Arts Educator

Certificated from the California Commission on Teacher Credentialing

17 years teamed with:



-- Implementing --California Arts Standards

-- Embracing --Identity exploration, Empathy Training, and Special Ed integration.

Programs at VTSart.org

### Guided Imagery - Concept to Production - Art+CTE

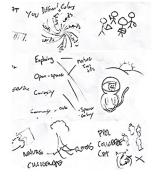
An interactive collaboration to conceptualize, design, and print t-shirt designs to represent an agreed upon direction.







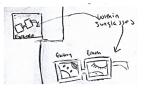
Teachers doodling



15 teachers from 3 schools brainstormed their way to agree on:

- > curiosity of a cat > cat in space

... sees the world open up after a project based learning experience.





With our imaginations we focus the imagery to project a deeper meaning.

CTE teachers designed

and printed this shirt.

SCOE CTE team's official logo (2023)

Journey Academy's Leadership class designed and printed hoodies for their entire school including staff. 

Everyone got to personalize the color of their front jaguar logo.

Then they designed and printed TLC's 50th Anniversary swag.



Using think tanks, focus groups, illustration, graphics, color theory, and budgeting, students can include "Marketing experience" on their resumes and use me as their reference.



Imagery includes the Jaguar

their Farm to Table program



...and their signature.