

INSTRUCTIONAL MATERIALS PUBLISHERS

Bid Item

Course: M/J Exploring Two-Dimensional Art (0101005)
Title: Exploring Visual Design Digital Class Set , Edition: 4th
Copyright: 2014
Author: Joseph A. Gatto, Albert W. Porter and Jack Selleck
Grade Level: 6 - 8

Publisher Questionnaire

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

Born in Pueblo, Colorado Joseph A. Gatto studied Art Education and Design at California State University, Los Angeles, California (BA). Gatto continued his education at CSULA in Art Education and Design (MA). He completed his tenure of studies in the arts (emphasis on painting) by receiving a Master's of Fine Art (MFA), Otis Art Institute, Los Angeles, California. Gatto has shown his jewelry at venues such as the Craft and Folk Art Museum, Los Angeles, California; Los Angeles County Museum of Art; Museum of Science and Industry, Los Angeles, California; Sun Gallery, Honolulu, Hawaii; Capitol University Schumaker Gallery, Columbus, Ohio; and the Craft & Cultural Arts Gallery, Oakland, California. His paintings and representational photography has been exhibited at the California National Watercolor Society; Onion Gallery, Sepulveda, California; and Chico State, California. Joseph A Gatto's work is included in the: Ann Miller Collection, Edith Wyle Collection (founder, Craft & Folk Art Museum, Los Angeles), Sam Maloof Collection, Kent Twitchell Collection; and the Jean Ariyoshi Collection (wife of George Ryoishi Ariyoshi, 3rd Governor, State of Hawaii). Known nation-wide as a presenter, lecturer, writer and teacher he has published numerous books, among which are: "Drawing Media and Techniques" (Davis Publications); "Color and Value, Elements of Design" (Davis Publications); Exploring Visual Design" (Davis Publications). Among his numerous honors, Gatto was awarded "Distinguished Teacher," The White House, Washington DC (2 consecutive years); and the Ruth Jansen Memorial Award, California Distinguished Art Educator of the year.

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

Students grades 6-8

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.)

A dynamic introduction to the building blocks of art. Each chapter focuses on a different element or principle of design, including: line, shape and form, value, color, space, texture, balance, unity, emphasis, pattern, and movement and rhythm. Captivating images from fine art, architecture, and nature. In-depth profiles of individual artists and artworks. Studio activities that promote collaboration and self-expression.

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 SchoolArts 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. 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 program is designed for daily or weekly use in classes of average length (i.e., about 50 minutes) within a typical school year. It offers teachers the flexibility of choosing content most relevant to their particular teaching needs, while insuring that students receive comprehensive and carefully balanced instruction.

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