

Department of College and Career Readiness

Graphic Design Curriculum

5.0 Credits



Unit One

Graphic Design

Course Description

This course is designed to introduce students to the fundamental skills and knowledge needed to create graphic design using industry-standard hardware and software for a variety of purposes and outputs. The appropriate use of technology and industry-standard equipment is an integral part of this course. Areas of study include the understanding of industry history, terminology, design elements and principles, typography and portfolio and career development. Emphasis is placed on software and technical skills, layout design, and the creation and manipulation of graphics.

Graphic Design

Pacing Guide		
Unit	Topic	Suggested Timing
Unit 1	Intro to Graphic Design, Art Foundations, & Design Fundamentals	approx. 9 weeks
Unit 2	Adobe Photoshop, Digital Image Manipulation & Editing, The Elements & Principles of Design, & Intellectual Property Law and Rights Management	approx. 9 weeks
Unit 3	Adobe Illustrator, Branding & Logo Design, Advertisement, & Illustration	approx. 9 weeks
Unit 4	Portfolio & Career Development, Web Design, Layout Design, & Digital Photography	approx. 8 weeks

Educational Technology Standards

8.1.12.D.1, 8.1.12.D.5, 8.1.12.D.4, 8.1.12.F.1

➤ **Digital Citizenship**

- Demonstrate appropriate application of copyright, fair use and/or Creative Commons to an original work.
- Analyze the capabilities and limitations of current and emerging technology resources and assess their potential to address personal, social, lifelong learning, and career needs.
- Research and understand the positive and negative impact of one's digital footprint.

➤ **Critical Thinking, Problem Solving, Decision Making**

- Evaluate the strengths and limitations of emerging technologies and their impact on educational, career, personal and or social needs.

Career Ready Practices

Career Ready Practices describe the career-ready skills that all educators in all content areas should seek to develop in their students. They are practices that have been linked to increase college, career, and life success. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

CRP1. Act as a responsible and contributing citizen and employee

Career-ready individuals understand the obligations and responsibilities of being a member of a community, and they demonstrate this understanding every day through their interactions with others. They are conscientious of the impacts of their decisions on others and the environment around them. They think about the near-term and long-term consequences of their actions and seek to act in ways that contribute to the betterment of their teams, families, community and workplace. They are reliable and consistent in going beyond the minimum expectation and in participating in activities that serve the greater good.

CRP2. Apply appropriate academic and technical skills.

Career-ready individuals readily access and use the knowledge and skills acquired through experience and education to be more productive. They make connections between abstract concepts with real-world applications, and they make correct insights about when it is appropriate to apply the use of an academic skill in a workplace situation.

CRP3. Attend to personal health and financial well-being.

Career-ready individuals understand the relationship between personal health, workplace performance and personal well-being; they act on that understanding to regularly practice healthy diet, exercise and mental health activities. Career-ready individuals also take regular action to contribute to their personal financial well-being, understanding that personal financial security provides the peace of mind required to contribute more fully to their own career success.

CRP4. Communicate clearly and effectively and with reason.

Career-ready individuals communicate thoughts, ideas, and action plans with clarity, whether using written, verbal, and/or visual methods. They communicate in the workplace with clarity and purpose to make maximum use of their own and others' time. They are excellent writers; they master conventions, word choice, and organization, and use effective tone and presentation skills to articulate ideas. They are skilled at interacting with others; they are active listeners and speak clearly and with purpose. Career-ready individuals think about the audience for their communication and prepare accordingly to ensure the desired outcome.

CRP5. Consider the environmental, social and economic impacts of decisions.

Career-ready individuals understand the interrelated nature of their actions and regularly make decisions that positively impact and/or mitigate negative impact on other people, organization, and the environment. They are aware of and utilize new technologies, understandings, procedures, materials, and regulations affecting the nature of their work as it relates to the impact on the social condition, the environment and the profitability of the organization.

CRP6. Demonstrate creativity and innovation.

Career-ready individuals regularly think of ideas that solve problems in new and different ways, and they contribute those ideas in a useful and productive manner to improve their organization. They can consider unconventional ideas and suggestions as solutions to issues, tasks or problems, and they discern which ideas and suggestions will add greatest value. They seek new methods, practices, and ideas from a variety of sources and seek to apply those ideas to their own workplace. They take action on their ideas and understand how to bring innovation to an organization.

CRP7. Employ valid and reliable research strategies.

Career-ready individuals are discerning in accepting and using new information to make decisions, change practices or inform strategies. They use reliable research process to search for new information. They evaluate the validity of sources when considering the use and adoption of external information or practices in their workplace situation.

CRP8. Utilize critical thinking to make sense of problems and persevere in solving them.

Career-ready individuals readily recognize problems in the workplace, understand the nature of the problem, and devise effective plans to solve the problem. They are aware of problems when they occur and take action quickly to address the problem; they thoughtfully investigate the root cause of the problem prior to introducing solutions. They carefully consider the options to solve the problem. Once a solution is agreed upon, they follow through to ensure the problem is solved, whether through their own actions or the actions of others.

CRP9. Model integrity, ethical leadership and effective management.

Career-ready individuals consistently act in ways that align personal and community-held ideals and principles while employing strategies to positively influence others in the workplace. They have a clear understanding of integrity and act on this understanding in every decision. They use a variety of means to positively impact the directions and actions of a team or organization, and they apply insights into human behavior to change others' action, attitudes and/or beliefs. They recognize the near-term and long-term effects that management's actions and attitudes can have on productivity, morals and organizational culture.

CRP10. Plan education and career paths aligned to personal goals.

Career-ready individuals take personal ownership of their own education and career goals, and they regularly act on a plan to attain these goals. They understand their own career interests, preferences, goals, and requirements. They have perspective regarding the pathways available to them and the time, effort, experience and other requirements to pursue each, including a path of entrepreneurship. They recognize the value of each step in the education and experiential process, and they recognize that nearly all career paths require ongoing education and experience. They seek counselors, mentors, and other experts to assist in the planning and execution of career and personal goals.

CRP11. Use technology to enhance productivity.

Career-ready individuals find and maximize the productive value of existing and new technology to accomplish workplace tasks and solve workplace problems. They are flexible and adaptive in acquiring new technology. They are proficient with ubiquitous technology applications. They understand the inherent risks—personal and organizational—of technology applications, and they take actions to prevent or mitigate these risks.

CRP12. Work productively in teams while using cultural global competence.

Career-ready individuals positively contribute to every team, whether formal or informal. They apply an awareness of cultural difference to avoid barriers to productive and positive interaction. They find ways to increase the engagement and contribution of all team members. They plan and facilitate effective team meetings.

Differentiated Instruction

Strategies to Accommodate Students Based on Individual Needs

<u>Time/General</u>	<u>Processing</u>	<u>Comprehension</u>	<u>Recall</u>
<ul style="list-style-type: none"> • Extra time for assigned tasks • Adjust length of assignment • Timeline with due dates for reports and projects • Communication system between home and school • Provide lecture notes/outline 	<ul style="list-style-type: none"> • Extra Response time • Have students verbalize steps • Repeat, clarify or reword directions • Mini-breaks between tasks • Provide a warning for transitions • Reading partners 	<ul style="list-style-type: none"> • Precise step-by-step directions • Short manageable tasks • Brief and concrete directions • Provide immediate feedback • Small group instruction • Emphasize multi-sensory learning 	<ul style="list-style-type: none"> • Teacher-made checklist • Use visual graphic organizers • Reference resources to promote independence • Visual and verbal reminders • Graphic organizers
<u>Assistive Technology</u>	<u>Tests/Quizzes/Grading</u>	<u>Behavior/Attention</u>	<u>Organization</u>
<ul style="list-style-type: none"> • Computer/whiteboard • Tape recorder • Online video instruction • Spell-checker • Audio-taped books 	<ul style="list-style-type: none"> • Extended time • Study guides/worksheets • Shortened tests • Read directions aloud 	<ul style="list-style-type: none"> • Consistent daily structured routine • Simple and clear classroom rules • Frequent feedback 	<ul style="list-style-type: none"> • Individual daily planner • Display a written agenda • Note-taking assistance • Color code materials

Enrichment

Strategies Used to Accommodate Based on Students Individual Needs:

- Adaption of Material and Requirements
- Evaluate Vocabulary
- Elevated Text Complexity
- Additional Projects
- Independent Student Options
- Projects completed individual or with Partners
- Self-Selection of Research
- Tiered/Multilevel Activities
- Learning Centers
- Individual Response Board
- Independent Book Studies
- Open-ended activities
- Community/Subject expert mentorships

Assessments

Suggested Formative/Summative Classroom Assessments

- Timelines, Maps, Charts, Graphic Organizers
- Teacher-created Unit Assessments, Chapter Assessments, Quizzes
- Teacher-created DBQs, Essays, Short Answer
- Accountable Talk, Debate, Oral Report, Role Playing, Think Pair, and Share
- Projects, Digital Portfolio, Presentations, Prezi, Gallery Walks
- Homework
- Concept Mapping
- Primary and Secondary Source analysis
- Photo, Video, Political Cartoon, Radio, Song Analysis
- Create an original graphic composition
- Glogster or similar to make Digital Posters
- Tumblr to create a Blog

Interdisciplinary Connections

English Language Arts

- Journal writing
- Close reading of industry-related content
- Create a brochure for a specific industry
- Keep a running word wall of industry vocabulary

Social Studies

- Research the history of a given industry/profession
- Research prominent historical individuals in a given industry/profession
- Use historical references to solve problems

World Language

- Translate industry-content
- Create a translated index of industry vocabulary
- Generate a translated list of words and phrases related to workplace safety

Math

- Research industry salaries for a geographic area and juxtapose against local cost of living
- Go on a geometry scavenger hunt
- Track various data, such as industry's impact on the GDP, career opportunities or among of individuals currently occupying careers

Fine & Performing Arts

- Create a poster recruiting young people to focus their studies on a specific career or industry
- Design a flag or logo to represent a given career field

Science

- Research the environmental impact of a given career or industry
- Research latest developments in industry technology
- Investigate applicable-careers in STEM fields

New Jersey Student Learning Standards

9.3– Career and Technical Education

Career Cluster: Arts, A/V Technology & Communications (AR)

- 9.3.12.AR.1: Analyze the interdependence of the technical and artistic elements of various careers within the Arts, A/V Technology & Communications Career Cluster.
- 9.3.12.AR.4: Analyze the legal and ethical responsibilities required in the arts, audio/visual technology and communications workplace.
- 9.3.12.AR.5: Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways.
- 9.3.12.AR.6: Evaluate technological advancements and tools that are essential to occupations within the Arts, A/V Technology & Communications Career Cluster.

Pathway: Visual Arts (AR-VIS)

- 9.3.12.AR-VIS.1: Describe the history and evolution of the visual arts and its role in and impact on society.
- 9.3.12.AR-VIS.2: Analyze how the application of visual arts elements and principles of design communicate and express ideas.
- 9.3.12.AR-VIS.3: Analyze and create two and three-dimensional visual art forms using various media.

Career Cluster: Information Technology (IT)

- 9.3.IT.13: Compare key functions and applications of software and determine maintenance strategies for computer systems.

Pathway: Web & Digital Communications (IT-WD)

- 9.3.IT-WD.10 - Comply with intellectual property laws, copyright laws and ethical practices when creating Web/digital communications.

Common Career Technical Core (CCTC)

Career Pathway: Visual Arts

AR-VIS 1 - Describe the history and evolution of the visual arts and its role in and impact on society.

- AR-VIS 1.1 - Compare the changing purposes served by visual arts throughout history.
- AR-VIS 1.2 - Analyze the opportunities for communication through the visual arts.
- AR-VIS 1.3 - Evaluate works of art using critical thinking skills.
- AR-VIS 1.4 - Present written and oral evaluations of visual art works.
- AR-VIS 1.5- Analyze the development of tools and technologies employed in the visual arts.

AR-VIS 2 - Analyze how the application of visual arts elements and principles of design communicate and express ideas.

- AR-VIS 2.1 - Analyze the elements and principles of art applied to visual art forms.
- AR-VIS 2.2 - Analyze the communicative effects of art elements.
- AR-VIS 2.3 - Communicate the purpose of artwork, artists' intentions and the process and materials that were used to achieve it.

AR-VIS 3 - Analyze and create two and three-dimensional art forms using various media.

- AR-VIS 3.1 - Analyze art elements and principles of two-dimensional works of visual art in various media, including drawing, printmaking and computer software.

Common Core State Standards (CCSS)

CCSS - English-Language Arts

Integration of Knowledge and Ideas:

- CCSS.ELA-LITERACY.RI.11-12.7 Integrate and evaluate multiple sources of information presented in different media or formats (e.g., visually, quantitatively) as well as in words in order to address a question or solve a problem.

Text Types and Purposes:

- CCSS.ELA-LITERACY.W.11-12.1.E Provide a concluding statement or section that follows from and supports the argument presented.

Production and Distribution of Writing:

- CCSS.ELA-LITERACY.W.11-12.4 Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
- CCSS.ELA-LITERACY.W.11-12.5 Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience. (Editing for conventions should demonstrate command of Language standards 1-3 up to and including grades 11-12 here.)

Research to Build and Present Knowledge:

- CCSS.ELA-LITERACY.W.11-12.7 Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.

Range of Writing:

- CCSS.ELA-LITERACY.W.11-12.10 Write routinely over extended time frames (time for research, reflection, and revision) and shorter time frames (a single sitting or a day or two) for a range of tasks, purposes, and audiences

[Common Core State Standards \(CCSS\)](#)

CCSS - Mathematics

Apply geometric concepts in modeling situations

CCSS.MATH.CONTENT.HSG.MG.A.1 Use geometric shapes, their measures, and their properties to describe objects (e.g., modeling a tree trunk or a human torso as a cylinder).*

CCSS.MATH.CONTENT.HSG.MG.A.3 Apply geometric methods to solve design problems (e.g., designing an object or structure to satisfy physical constraints or minimize cost; working with typographic grid systems based on ratios).*

<p>Course: Graphic Design</p> <p>Unit: I – Design Fundamentals</p> <p>Grade Level: 9-12</p>	<p>Unit Overview:</p> <p>This unit introduces students to the fundamentals and foundations of art, visual communication, color theory, the design process, typography, technology, and computer art.</p>
<p>New Jersey Student Learning Standards (NJSLS): 9.3.12.AR.1, 9.3.12.AR.4, 9.3.12.AR.5, 9.3.12.AR.6, 9.3.12.AR-VIS.1, 9.3.12.AR-VIS.2, 9.3.12.AR-VIS.3, 9.3.IT.13, 9.3.IT-WD.10</p>	
<p>Common Career Technical Core (CCTC): AR-VIS 1.1, AR-VIS 1.2, AR-VIS 1.3, AR-VIS 1.4, AR-VIS 1.5, AR-VIS 2.1, AR-VIS 2.2, AR-VIS 2.3, AR-VIS 3.1</p>	
<p>Common Core State Standards (CCSS): RI.11-12.7, W.11-12.1.E, W.11-12.4, W.11-12.5, W.11-12.7, W.11-12.10, HSG.MG.A.1, HSG.MG.A.3</p>	

Student Learning Objectives (SLOs)	Essential Questions	Skills & Indicators	Sample Activities	Resources
<p>Identify the function and purpose of art and its connection to design.</p> <p>NJSLS: 9.3.12.AR-VIS.1</p> <p>CCTC: AR-VIS 1.1, AR-VIS 1.3, AR-VIS 1.4</p>	<p>What is art?</p> <p>How is art important or necessary?</p> <p>How do we identify and use art every day in life?</p> <p>How does art enhance our lives and make us think better?</p>	<p>Identify the purposes of visual arts historically, by examining works from various time periods.</p> <p>Compare examples of artwork from various periods that serve communal, social, religious, or political functions.</p>	<p>Art History Timeline Present a mini timeline of at least 5 images for the history of art by creating an Illustration, graphic presentation, slideshow, etc.</p> <p>Visual Writing Prompt Each student picks and writes a narrative from a</p>	<p>ArtCyclopedia http://www.artcyclopedia.com</p> <p>Timeline for Art History https://www.khanacademy.org/humanities/art-history/art-history-basics/art-1010-ddp</p> <p>J.E. Berger Foundation</p>

Student Learning Objectives (SLOs)	Essential Questions	Skills & Indicators	Sample Activities	Resources
<p>CCSS: CCSS.ELA-LITERACY.W.11-12.1.E, CCSS.ELA-LITERACY.W.11-12.4</p>	<p>Who is an artist?</p> <p>How do people express themselves through art today?</p> <p>What do you love about art?</p> <p>What kind of art inspires you?</p> <p>What would life be like without art and self-expression?</p>	<p>Identify how works of visual artists communicate the ideas of their culture and religion</p> <p>Defend written and oral evaluations of visual art works.</p> <p>Identify the practical, cultural, personal, and educational functions of art</p> <p>Distinguish between the many varieties of art forms</p> <p>Determine the difference between art and design</p> <p>Articulate the purposes of several pieces of artwork in different media.</p>	<p>selection of art works presented by the teacher</p> <p>Sketching Teacher will present students with a variety of activities to be completed in their sketchbook</p>	<p>World Art Treasures http://www.bergerfoundation.ch/index.html</p> <p>Metropolitan Museum of Art http://www.metmuseum.org</p> <p>Museum of Modern Art http://www.moma.org</p> <p>Montclair Art Museum https://www.montclairartmuseum.org</p>

Student Learning Objectives (SLOs)	Essential Questions	Skills & Indicators	Sample Activities	Resources
<p>Identify key aspects of graphic design history and the different disciplines it encompasses.</p> <p>NJSLS: 9.3.12.AR.1, 9.3.12.AR.5, 9.3.12.AR.6,</p> <p>CCTC: AR-VIS 1.1, AR-VIS 1.2, AR-VIS 1.3</p> <p>CCSS: CCSS.ELA-LITERACY.W.11-12.4</p>	<p>What is the role and purpose of graphic design in our society today?</p> <p>How did graphic design begin?</p> <p>How has graphic design changed through time?</p> <p>How is graphic design an integral part of our contemporary society?</p> <p>What choices must a graphic designer make before beginning work?</p> <p>What problem solving skills does a graphic designer need?</p> <p>What career areas does graphic design encompass?</p> <p>What is the impact of</p>	<p>Identify the purposes of graphic design historically, by examining works from various time periods.</p> <p>Identify key historical developments in the advertising and the graphic design timeline.</p> <p>Identify implications of technology on the graphic design/advertising industry.</p> <p>Compare examples of artwork that document events and communicate information or ideas with those that arouse emotion by expressing feelings, experiences, or values.</p> <p>Communicate an oral or written defense for</p>	<p>Graphic Design Timeline Present a mini timeline of at least 5 images for the history of art by creating an Illustration, graphic presentation, slideshow, etc.</p> <p>Venn Diagram Create a Venn Diagram that compares and contrasts the differences between a fine artist and a graphic designer</p> <p>Writing Response Summarize the educational experience that an aspiring professional graphic designer might have to pursue.</p> <p>Sketches Student create a series of quick sketches in their</p>	<p>What is Graphic Design? http://www.northernhighlands.org/cms/lib5/NJ01000179/Centricity/Domain/40/digitalartsdocs/graphic-design-intro.pdf</p> <p>Design is History http://www.designishistory.com/this-site/</p> <p>History of Graphic Design Timeline http://www.tiki-toki.com/timeline/entry/302294/History-of-Graphic-Design-Timeline/</p> <p>The History of Graphic Design: https://www.youtube.com/watch?v=zJ5DxD7iVXM</p> <p>A day in the life of a graphic designer https://www.youtube.com</p>

Student Learning Objectives (SLOs)	Essential Questions	Skills & Indicators	Sample Activities	Resources
	emerging technologies on graphic design?	<p>judgment of an artwork.</p> <p>Describe how the fashion, textiles and interior design has changed throughout history.</p> <p>Compare artworks that communicate a variety of artists' intentions including aesthetic appeal, functional design, self-expression, etc.</p> <p>Compare how commercial art is similar/different from "fine" art.</p> <p>Identify and distinguish between the different disciplines and careers graphic design encompasses.</p>	sketchbook based on the observation of items placed in front of them	<p>/watch?v=KuK6EDk2T6s</p> <p>How to become a graphic designer https://www.youtube.com/watch?v=cvt5f0U4dPg</p> <p>Book: http://lazarus.elte.hu/cet/publications/13-meissner2.pdf</p>
Identify important	How are the building	Create work that	Journal Writing	Graphic Design

Student Learning Objectives (SLOs)	Essential Questions	Skills & Indicators	Sample Activities	Resources
<p>foundation art skills essential for a graphic designer.</p> <p>NJSLS: 9.3.12.AR-VIS.2, 9.3.12.AR-VIS.3</p> <p>CCTC: AR-VIS 1.1, AR-VIS 1.2, AR-VIS 2.3, AR-VIS 3.1</p> <p>CCSS: CCSS.ELA-LITERACY.W.11-12.1.E CCSS.MATH.CONTENT.HSG.MG.A.1 CCSS.MATH.CONTENT.HSG.MG.A.3</p>	<p>blocks (foundations) of art used in graphic design?</p> <p>How are strengthening drawing skills important for the development of a graphic designer?</p> <p>How are the foundations of art such as drawing, painting, illustration, etc. important for the development of a graphic designer?</p> <p>What is the difference between a sketch and a drawing?</p> <p>How is brainstorming essential for generating ideas and sketches?</p> <p>How does a journal of sketches and ideas such as a sketchbook aid the creative and production</p>	<p>demonstrates shape, volume, depth and dimension.</p> <p>Examine and identify how creating works in traditional art media can be incorporated by a graphic designer</p> <p>Identify ways graphic designers can use traditional art skills</p> <p>Gain an understanding and grasp of drawing skills needed for the ability to translate observation to visual</p> <p>Determine the differences between concept sketching and drawing</p> <p>Identify different media artist use that can benefit graphic designers</p>	<p>Summarize the various art foundation skills and why they are important for a well-rounded graphic designer.</p> <p>Concept Sketches/Drawings Students will select from a variety of popular tech products presented by teacher to create a few concept thumbnail sketches of what this product may look like in the future. Pick the best thumbnail and draw a final version. Can use color pencils to complete the design.</p> <p>Value Scale Create a grey scale consisting of nine values ranging from white to black with several shades of gray in between.</p>	<p>History: http://www.designhistory.org</p> <p>Arts Connected: tools for teaching art. http://www.artsconnected.org</p> <p>Glossary of Terms: http://www.keiger.com/Pages/Glossary.asp?str%20Choice=A&strAll=True</p> <p>Become a Graphic Designer https://www.lynda.com/learning-paths/Design/become-a-graphic-designer</p> <p>Design a Tessellation Online: http://gwydir.demon.co.uk/jo/tess/tess.htm</p> <p>Value Scale:</p>

Student Learning Objectives (SLOs)	Essential Questions	Skills & Indicators	Sample Activities	Resources
	<p>process?</p> <p>Why is it important to sketch and resolve your ideas away from the computer first?</p>	<p>Apply design knowledge, skills, processes, theories and presentation skills to communicate ideas.</p> <p>Demonstrate techniques that create actual and implied texture.</p> <p>Create a work of art by applying color using pencils, markers, airbrush, dry media, water-based media, oil-based media, or computer software.</p>	<p>Drawing Create 1 original drawing from observation such as a still life or figure drawing. Focus on the geometric shapes that make up the form. Complete the drawing by applying the value scale.</p> <p>Perspective Drawing Students will draw an example of 1 point, 2 point, and 3 point perspective. They can draw geometric forms, letters, etc.</p> <p>Technical Drawing Draw a Tessellation using geometric shapes and designs. Create 1 in just black and white designs and another one in color.</p>	<p>http://www.thedrawingsource.com/value-scale.html</p>

Student Learning Objectives (SLOs)	Essential Questions	Skills & Indicators	Sample Activities	Resources
<p>Identify the relationship between the elements and principles of art.</p> <p>NJSLS: 9.3.12.AR-VIS.2</p> <p>CCTC: AR-VIS 2.1, AR-VIS 2.2 AR-VIS 3.1</p> <p>CCSS: CCSS.ELA-LITERACY.W.11-12.1.E</p>	<p>What are the elements of art?</p> <p>Why do we need to know the elements of art?</p> <p>How are the elements of art incorporated into graphic design?</p> <p>Where do I see art elements and design in both the man-made and natural world?</p> <p>What are the Principles of Design?</p> <p>Why do we need to know the principles of art?</p> <p>What is the major difference between the elements and principles of art?</p> <p>How do elements and principles of design</p>	<p>Identify art elements, including line, color, shape and texture in various media.</p> <p>Develop analysis of art works derived from the descriptive elements, including form, medium, style and subject matter.</p> <p>Identify the effects communicated by various types of line, including straight, curved, horizontal, vertical and diagonal.</p> <p>Apply elements of art, including line, color, shape and texture to create art forms in various two-dimensional media.</p> <p>Identify art principles, including balance, movement, emphasis</p>	<p>Drawing Create small or thumbnail compositions representing each of the elements of art in your sketchbook.</p> <p>Drawing Create small or thumbnail compositions representing each of the elements of art in your sketchbook.</p> <p>Writing Assessment Write a 3-paragraph essay on why knowledge and application of the elements and principles in graphic design is essential. Introduce the essay with an explanation of the elements and principles. Continue writing how the elements and principles work and why they are important in art and</p>	<p>The Elements of Art: https://www.getty.edu/education/teachers/building_lessons/elements_art.pdf</p> <p>The Elements and Principles of Art: http://www.oberlin.edu/amam/asia/sculpture/documents/vocabulary.pdf</p> <p>The 7 Elements of Art (Video) http://study.com/academy/lesson/what-are-the-seven-elements-of-art-definition-examples.html</p> <p>The ABC's of Art: The Elements and Principles of Design. PDF: http://www.lwsd.org/school/mann/SiteCollectionDocuments/Activities/artdocent/10.%20%20ABC's%20of%20Art.pdf</p>

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	<p>shape artwork and graphic design?</p> <p>How are the principles of art used to create successful and aesthetically pleasing compositions?</p> <p>Why is it so important to understand the Elements and Principals of Art when looking at and analyzing art and Graphic Design?</p>	<p>and contrast in various media.</p> <p>Compare samples of work that use contrast, unity and emphasis.</p> <p>Compare asymmetrical and symmetrical images communicating balance.</p> <p>Compare repetition and pattern in fabric and other applications that communicate rhythm.</p> <p>Examine use of contrasting or unusual proportion to communicate ideas in various artworks.</p> <p>Demonstrate drawing in one-point, two-point and multi-point perspective.</p>	<p>graphic design. Conclude with a summary and your overall thoughts.</p>	<p>Black and White: http://awesomeartists.com/ART/AWESOMEARTISTS_PDFs_ETC/ABCsOfART_BOOKLET_B&W_ElementsAndPrinciplesOfDesign_2015.pdf</p> <p>Principles of Art (Video) http://study.com/academy/lesson/what-are-the-principles-of-art-definition-examples.html</p>
<p>Describe and identify color as functional</p>	<p>How is color made?</p>	<p>Identify use of primary, secondary and</p>	<p>Drawing Create a sample color</p>	<p>Adobe Color CC Color Wheel</p>

Student Learning Objectives (SLOs)	Essential Questions	Skills & Indicators	Sample Activities	Resources
<p>design element.</p> <p>NJSLS: 9.3.12.AR-VIS.2</p> <p>CCTC: AR-VIS 1.3, AR-VIS 1.4, AR-VIS 2.2</p> <p>CCSS: CCSS.ELA-LITERACY.W.11-12.1.E</p>	<p>What are the psychological effects of certain colors?</p> <p>How is mood or feeling conveyed through color?</p> <p>How does color relate to meaning in artwork?</p> <p>What role does color play in graphic design?</p> <p>How does color relate and interact with each other?</p> <p>How is a color wheel useful in exploring color relationship?</p> <p>How can learning about color improve your design abilities?</p>	<p>complementary colors in various media.</p> <p>Define tint, shade, hue and value in relation to color theory.</p> <p>Identify messages or meanings that colors communicate in various cultures.</p> <p>Describe additive and subtractive colors, hue, tint, value, and shade.</p> <p>Demonstrate how to use the color wheel as a tool for selecting color harmonies and color schemes</p> <p>Describe and discuss the different results of color relationship and psychology in design.</p> <p>Identify ways graphic designers use color to</p>	<p>wheel in your sketchbook. Use primary color pencils only.</p> <p>Journal Writing Students will each select from a variety of art forms (painting, illustration, photography, etc) and evaluate the way color is used to convey meaning. Students are specifically analyzing the psychological effects that certain colors have on them and supporting their observation in writing.</p> <p>Word Wall Create a word wall in the classroom. Have students identify key terminology to be added to the wall. They can draw and color a keyword on an index card</p>	<p>https://color.adobe.com/create/color-wheel/</p> <p>Primary, Secondary, and Complementary Colors http://www.technologystudent.com/designpro/prico11.htm</p> <p>Color Psychology: https://creativemarket.com/blog/2015/08/05/10-brilliant-color-psychology-infographics</p> <p>The Psychology of Color: http://visual.ly/psychology-color-1</p> <p>Color Psychology Marketing: http://coschedule.com/blog/color-psychology-marketing/</p>

Student Learning Objectives (SLOs)	Essential Questions	Skills & Indicators	Sample Activities	Resources
		convey	or similar. This can be continued and revisited toward the end of each SLO.	
<p>Identify the purpose and importance of the design process and how it is essential to the creative process.</p> <p>NJSLS: 9.3.IT-WD.10</p> <p>CCTC: AR-VIS 2.3</p> <p>CCSS: CCSS.ELA-LITERACY.W.11-12.1.E</p>	<p>What is the difference between imagination and creativity?</p> <p>In what ways can an artist enhance their creative process?</p> <p>What are some behaviors that can support and inspire creativity and innovative thinking?</p> <p>What motivates and sustains an artist or designer in their practice or career?</p> <p>What are the steps of the design process?</p>	<p>Demonstrate an understanding of the creative process that involves being able to solve visual communication problems from beginning to end.</p> <p>Identify ways that an artist can develop behaviors that support creativity and innovative thinking</p> <p>Describe ways to build aesthetic awareness and appreciation of art in a specific audience.</p> <p>Identify and describe the essential steps of the</p>	<p>Writing Assessment Write a summary reflecting the design process, explaining the problem-solving process, identifying the root cause of a problem, generating and considering possible solutions, choosing the best solution, and evaluating outcomes.</p> <p>Drawing Create small images in your sketchbook that represent each of the steps of the design process</p> <p>Design Process Poster Teacher assigns design</p>	<p>The Creative Process Document: www.geoffpetty.com/downloads/WORD/CreativeProcess.doc</p> <p>The Design Process: http://www.pbslearningmedia.org/resource/adptech12.sci.engin.design.idsp/rocessthe-design-process/</p> <p>Graphic Design Process (PDF): http://circlemedia.com.au/pdf/GraphicDesign.pdf</p>

Student Learning Objectives (SLOs)	Essential Questions	Skills & Indicators	Sample Activities	Resources
	<p>Why do designers use the design process to solve design challenges?</p> <p>How do designers use the design process to improve products used in our daily lives?</p> <p>How does a designer use the design process to determine whether a particular direction in their work is effective?</p>	<p>design process</p> <p>Identify skills essential to a designer for proper implementation of the design process</p> <p>Identify ways, graphic designers can use the design process, including editing/revising a product to meet a client's needs</p> <p>Identify ways graphic designers can use the creative and design process, including developing multiple design ideas to determine the best solution for a product.</p>	<p>process steps to groups. Each group creates a visual that will be added to a large poster board to be displayed in the classroom. This display will serve as reference for students throughout the year.</p>	
<p>Examine and understand the use of typography as an essential element of design.</p>	<p>What is typography and why is it important?</p> <p>How do you interact with typography design on a</p>	<p>Identify the purposes of typography historically within graphic design by examining works from various time periods.</p>	<p>Writing Teacher presents students with art or graphic design work primarily made from</p>	<p>Typography Essentials: Part 1 http://www.slideshare.net/JenniferJanviere/typography-essentials-part-1</p>

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<p>NJSLS: 9.3.12.AR-VIS.2</p> <p>CCTC: AR-VIS 1.1, AR-VIS 1.3, AR-VIS 1.4</p> <p>CCSS: CCSS.ELA- LITERACY.W.11-12.5</p>	<p>daily basis?</p> <p>How important is it for a graphic designer to have the skill to properly use typography in design?</p> <p>How does incorporation of typography affect design?</p> <p>How can you use typeface as a design element?</p> <p>How can type be an essential element of graphic design?</p> <p>How can type be used effectively and appropriately in a variety of formats?</p> <p>What impact can different fonts have on a design?</p>	<p>Identify and apply the principles of typography</p> <p>Identify the differences between type classifications, typestyles, and type families</p> <p>Describe how technology and software has changed typography in the design/advertising industry</p> <p>Examine the relationship between image and type in design and layout</p> <p>Identify the use and effects of typography as an essential element of design</p> <p>Identify ways graphic designers appropriately and effectively use,</p>	<p>typography Students will evaluate and judge its effectiveness.</p> <p>Design Layout Students will type up one of their previous well-written short essays and create a magazine spread in Microsoft Word or similar program. They will create a graphic work using only text. They will experiment with the size, color, and style of the text.</p> <p>Drawing Composition using only one letter in a variety of fonts, styles, sizes, and placement</p>	<p>Typography Essentials: Part 2 http://www.slideshare.net/JenniferJanviere/understanding-typography-part-2</p> <p>A Basic Introduction to Typography: http://www.northernhighlands.org/cms/lib5/NJ01000179/Centricity/Domain/40/digitalartsdocs/intro-to-typography.pdf</p> <p>History of Typography- Animated short: https://www.youtube.com/watch?v=wOglkxAfJsk</p> <p>Info graphic: Fonts and Psychology in Typography: https://www.script-tutorials.com/infographic-fonts-and-psychology-in-typography/</p>

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	How do we use type in design to communicate to an audience?	treatment and application of type in a variety of formats		Type Culture: http://academic.typeculture.com/
<p>Identify and apply computer and technology skills essential for a graphic designer</p> <p>NJSLS: 9.3.12.AR.4, 9.3.12.AR.5, 9.3.12.AR.6, 9.3.IT.13, 9.3.IT-WD.10</p> <p>CCTC: AR-VIS 1.2, AR-VIS 1.5,</p> <p>CCSS: CCSS.ELA-LITERACY.W.11-12.7</p>	<p>How does effective use of technology enable us to live, learn, and work effectively and productively?</p> <p>How can technology be used as a tool for productivity and to solve problems?</p> <p>How is technology knowledge and skill important for a graphic designer?</p> <p>What are the pros and cons of using technology as a designing tool?</p> <p>How does technology change thinking?</p> <p>What are some</p>	<p>Identify key aspects of the history of software applications and technology integration with graphic design</p> <p>Discuss and demonstrate appropriate and proper handling of computers</p> <p>Compare current visual arts tools and technologies with those of 50 years ago.</p> <p>Compare examples of graphic design created before and after the modern technology era</p> <p>Compare and contrast the similarities and differences between</p>	<p>Research & Essay Explain how a graphic designer must consider the appropriate application of copyright, fair use, and or Creative Commons in any original artwork or digital graphic. Consider multiple sources of media such as video, graphics, words, etc. Answer essential questions presented by the teacher in the essay.</p> <p>Short Research Essay Students go online to answer questions guided and presented by the teacher on what a digital footprint is. They will learn about the different kinds of digital footprints</p>	<p>Intro to Windows OS: https://www.prattlibrary.org/uploadedFiles/www/locations/central/public_computer_center/Introduction%20to%20Windows.pdf</p> <p>Mac Basics: https://www.apple.com/support/macbasics/</p> <p>Copyright for Educators: http://www.pbssocal.org/education/teachers/copyright/</p> <p>Teaching Copyright: https://www.teachingcopyright.org/</p> <p>Digital Art: http://www.ctrlpaint.com</p>

Student Learning Objectives (SLOs)	Essential Questions	Skills & Indicators	Sample Activities	Resources
	<p>technologies that are changing the way we look and interact with art and design?</p> <p>What is an operating system and how important is it for proper workflow?</p> <p>What are the similarities and differences between Windows and the Mac OS?</p> <p>How does intelligent computer navigation aid in productivity?</p> <p>How important is computer operations, file management, and file storage knowledge important for graphic design?</p> <p>In which ways can technologies such as</p>	<p>Windows and Mac OS.</p> <p>Identify and apply essential commands and knowledge of computer operating systems</p> <p>Describe how proper navigation of an operating system can increase efficiency and productivity when working on projects</p> <p>Demonstrate proper ways of creating, saving, and backing up files in appropriate folders located on local or online storage devices</p> <p>Identify various software and technologies graphic designers can use</p> <p>Identify and use computer and peripherals used in</p>	<p>one can leave when web browsing and the privacy issues involved. They will learn how companies use this information to advertise to target consumers.</p> <p>Poster Board Chart Students work in groups to analyze and demonstrate their understanding of the capabilities and limitations of various technology resources (software, tutorials, inspirational videos, productivity apps, the internet, personal and career development, etc.) by creating a poster.</p> <p>Technology Activity Convert original artwork to a digital format by using a</p>	

Student Learning Objectives (SLOs)	Essential Questions	Skills & Indicators	Sample Activities	Resources
	<p>digital cameras and tablets help a graphic designer?</p> <p>How can we use the internet as a tool for research and professional development?</p>	<p>Graphic design</p> <p>Identify ways graphic designers can use the internet for research, online tutorials and educational tools to further their professional development</p>	<p>flatbed scanner, digital camera and a smart phone scan app.</p> <p>Students will transfer these images to a folder located at their assigned computer and backup device for later use.</p> <p>Digital Drawing If available, students can experiment with a digital drawing tablet to make a digital abstract painting in Photoshop or color in one of their scanned images.</p>	

Unit 1 Vocabulary

Graphic Design
Design
Sketching
Drawing
Elements of Art
Line
Shape
Color
Texture
Value
Space
Form
Principles of Art
Balance
Contrast

Pattern
Movement
Emphasis
Unity
Rhythm
Primary Colors
Tint
Tone
Shade
Typography
Resolution
Design Process
Illustration
Creativity
Imagination

Suggested Unit Projects

Choose At Least One

<p>Create an original black and white illustration using pencil only. Students should relate or make a connection to the subject matter in the drawing whether it is an animal or inanimate object. The drawing will incorporate the elements and principles of art, specifically value.</p>	<p>Students will create an original pen and ink illustration. This can be a technical drawing that incorporates type and design. This can also be a geometric pattern in a form of Mandala art or a tessellation.</p>
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Suggested Structured Learning Experiences

<p>Metropolitan Museum of Art 1000 5th Ave New York, NY 10028 1-800-662-3397 http://www.metmuseum.org</p> <p>Modern Museum of Art 11 West 53rd St New York, NY 10019 1-212-708-9400 https://www.moma.org</p>	<p>Brooklyn Museum of Art 200 Eastern Parkway Brooklyn, NY 11238 https://www.brooklynmuseum.org</p> <p>Discovery Times Square: Interactive Museum NYC 226 West 4th Street New York, NY 10036 http://www.discoverytsx.com</p>
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