Unit 01: Welcome to Digital Media Production 2

Content Area: **Technology**
Course(s):
Time Period: **September**
Length: **4 weeks**
Status: **Published**

Transfer

Digital Media is present in all areas of our society. Our opinions and purchases are affected by digital media. Use of Photoshop, InDesign, and Illustrator applications are integral tools when creating digital media. Deadlines are an important part of advertising. Digital media designs must comply to customer specifications.

Enduring Understandings

Our society is driven by digital media.

Self expression and personal identity come from making individual design choices.

Principles and elements of design are important when creating graphic designs.

Essential Questions

What design principals can I use to create graphic designs that meet customer's needs and expectations?

Why should media be fair, accurate, and unbiased?

How do skilled graphic designers connect to their audience?

How do skilled graphic designers make information eye-catching, accessible, understandable, and thought provoking?

Content

Vocabulary:

Timeline, product research, brainstorm, layout, composite sketch, principles and elements of design, on-scale, InDesign, Illustrator, Photoshop, vector graphics.

Learning Objectives

Students will identify the functions of a graphic design team.

Students will recognize the most effective ways to represent a customer need when designing graphics.

Students will recognize the importance of accurate information in media.

Students will evaluate and prioritize group member responsibilities.

Students will be able to:

Apply skills in Adobe Photoshop, Illustrator and InDesign to develop a final graphic design that meets customer needs and expectations.

Utilize brainstorming techniques to develop initial graphic designs.

Appraise production needs and establish appropriate production deadlines.

Standards

NJ: 2009 CCCS: Standard 9: 21st Century Life and Careers

NJ: Grade 12

9.4 CTE: K. Information Technology Career Cluster

Technical Skills

9.4.12.K(3).10 Demonstrate the effective use of tools, including tools for product development, product management, and production, to complete Web-based or digital communication projects.

TEC.9-12.8.2.12	All students will develop an understanding of the nature and impact of technology, engineering, technological design and the designed world as they relate to the individual, global society, and the environment.
TEC.9-12.8.2.12.F	Resources for a Technological World
TEC.9-12.8.2.12.F.1	Determine and use the appropriate application of resources in the design, development, and creation of a technological product or system.
TEC.9-12.8.2.12.G	The Designed World
TEC.9-12.8.2.12.G.1	Analyze the interactions among various technologies and collaborate to create a product or system demonstrating their interactivity.