Unit 02: Advertising and our Society: Who Controls Who?

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

Enduring Understandings

The principles of design are inspired by the arrangement of the elements of art.

Understanding the demographic you are designing for is crucial to the finished piece.

Graphic design goes beyond the printed page.

Graphic design is used in the creation of subliminal messaging systems.

Essential Questions

How does a digital medium impact society?

How does digital medium affect the consumer?

How can I express myself through graphic design?

Does Art follow culture, or does culture follow Art?

Content

Vocabulary:

Propaganda, subliminal, principles and elements of design, media, lifestyle, motivation, jingle, slogan, logo, perception, emotion, persuasion, strategy, theme, competitor, layout, composition, informal balance, formal

balance, color scheme, focal point.

Skills

Students will successfully critique various types of advertisements applying proper vocabulary.

Students will evaluate advertisements for subliminal messages.

Students will analyze the various types of propaganda used during WW1.

Students will apply the principles and elements of design when critiquing and creating their own advertisements.

Resources

Standards

8.2 Technology Ed, Engineering, & Design
F. Resources for a Technological WorldShow details
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.

G. The Designed WorldShow details
8.2.12.G.1 Analyze the interactions among various technologies and collaborate to create a product or system demonstrating their interactivity.

9.4 CTE: C. Arts, A/V Technology, & Communications Career Cluster 57
Technical Skills:Show details
9.4.12.C(3).5 Employ processes required for the production of various printed products to build an understanding of print technologies.

9.4 CTE: K. Information Technology Career Cluster
Technical SkillsShow details
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.