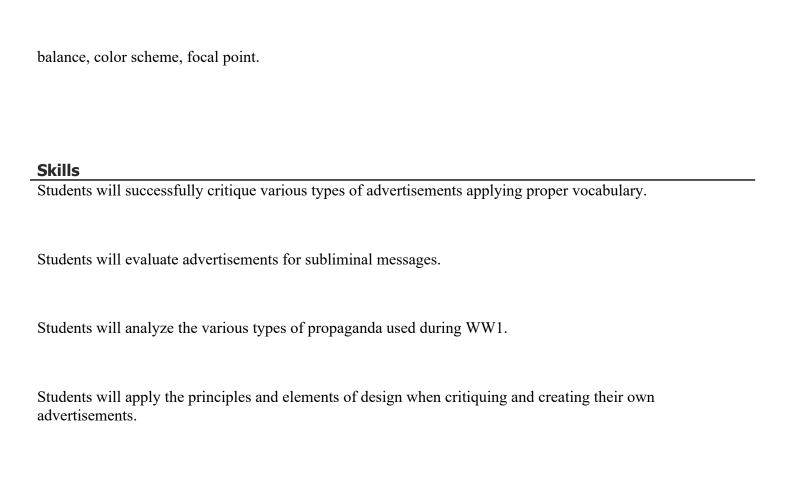
Unit 02: Advertising and our Society: Who Controls Who?

Content Area: Course(s): Time Period: Length: Status:	September 4 weeks Published
Enduring	Understandings
The principl	es of design are inspired by the arrangement of the elements of art.
Understandi	ng the demographic you are designing for is crucial to the finished piece.
Graphic desi	ign goes beyond the printed page.
Graphic desi	ign is used in the creation of subliminal messaging systems.
Essential (Questions
	digital medium impact society?
How does di	igital medium affect the consumer?
How can I ea	xpress myself through graphic design?
Does Art fol	llow culture, or does culture follow Art?
Vessbularu	
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



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.