Unit 06: Advertising Campaigns and the Field of Graphic Design

Content Area: **Technology**
Course(s):
Time Period: **February**
Length: **6 weeks**
Status: **Published**

Enduring Understandings

Good advertising attracts customer's attention.

An advertising campaign is an organized program of advertisements.

Our society constantly utilizes advertising campaigns to market ideas and products.

A good advertising campaign is one that starts with the understanding of the idea or product that is to be marketed.

Essential Questions

Where will my clients come from and how can I ensure a successful advertising campaign?

How many people will respond to my advertisements?

How can I make my designs eye catching and focus on the intended message?

Content

Vocabulary:

Graphic designer, graphic artist, resolution, grayscale, CMYK, RGB, dithering, ppi, dpi, readability, balance, symmetrical , asymmetrical, focal point, the hook, on-scale, logo, Pantone Match System.

Skills

Students will identify a product or business to base their advertising campaign project.

Students will research similar businesses and products to build a comparison reference.

Students will create on-scale composite sketches of all advertising items prior to design on the computer.

Students will apply the Principles of Composition, Design, and Elements of Design when creating their graphic arts advertising campaigns.

Students will distinguish proper use of color theory when designing and creating their advertising campaigns.

Resources

Standards

8.2 Technology Ed, Engineering, & Design
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
Information Technology Applications:Show details
9.4.12.C.19 Employ technological tools to expedite workflow.

9.4.12.C.21 Operate Internet applications to perform tasks.

9.4.12.C.27 Employ computer operations applications to manage work tasks.

Employability and Career Development:Show details
9.4.12.C(2).6 Examine and summarize careers in this pathway to build an understanding of available opportunities.

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

(3) Web & Digital Communication

Communication SkillsShow details
9.4.12.K(3).2 Create and implement a digital communication product to meet customer needs.

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.

9.4 CTE: N. Marketing Career Cluster
Problem-Solving and Critical ThinkingShow details
9.4.12.N.22 Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions.