Unit 10: Deck the Halls

Content Area: **Technology**
Course(s):
Time Period: **June**
Length: **2 weeks**
Status: **Published**

Enduring Understandings

Creating publications and graphics for public use requires that the graphic artist and graphic designer support customer needs and requirements.

When presenting photography for public viewing, content must be scrutinized to guarantee it is correct and appropriate.

Essential Questions

Why is a high resolution photograph needed to ensure high quality printed images?

What is the artistic process?

Why are specific styles of fonts considered when using large bodies of text?

How does the use of celebrities impact the promotion of reading?

What can we learn from studying the designs of others?

What fonts will I choose to represent my READ poster?

Content

Vocabulary:

Literacy, promote, showcase, elements of color theory, principles and elements of design, CMYK, ppi, on-scale, rough drafts, composite sketches.

Skills

Students will distinguish the different visual and mental impact of sample READ posters and decide as a group which images and layouts will be used to represent their library READ posters.

Students will demonstrate proficiency in photo editing, composition, printing, and display techniques through the design, print and display of library READ posters.

Students will judge the importance of promoting reading skills and the affect their posters will have on their viewers.

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.21 Operate Internet applications to perform 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).1 Prepare specifications for digital communication products to communicate specifications to various audiences.

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.

9.4.12.N.23 Employ critical thinking and interpersonal skills to resolve conflicts.

9.4.12.N.24 Identify, write, and monitor performance goals to guide progress in assigned areas of responsibility and accountability.