Unit 09: Create advertising arts through package design

Content Area: **Technology**
Course(s):
Time Period: **May**
Length: **10 Blocks**
Status: **Published**

Transfer Skills

Students will work as a group to create an advertising campaign for a single product or service which will include business description, logo, magazine advertisement, brochure, and 3D package design.

Enduring Understandings

Describing and analyzing the mass media will raise awareness of its common myths and misconceptions.

Combining the use of Photoshop, InDesign and Illustrator provides design flexibility.

To successfully communicate a concept or idea when working with a client or team, one must create sketches, composite layouts, CMYK color schemes, specific fonts, and apply the principles and elements of design.

Essential Questions

How can observing and critiquing enhance our knowledge of what's around us?

How does package design affect what we buy?

How do package colors, shapes and fonts subliminally affect purchase decisions by consumers?

Content

Vocabulary:

Consumer

Client

Deadline

Unit of measure

3 dimensional

Graphic Artist

Graphic Designer

Proof

Composite sketch

On-scale

Advertising

Logo

Grayscale.

Skills

Formulate a concept, as a group, to solve a problem.

Create a composite sketch of advertisement or package design.

Participate in role play of Graphic Designer, Graphic Artist and Client.

Create a logo, magazine ad, 3D package design, and a business brochure.

Create using all three applications in the design process: Photoshop, InDesign, and Illustrator in the completion of the group project.

Develop creative expression through the creation of custom digital files.

Perform best practices when electronically saving work.

Resources

paper, pencils, rulers, computers, Adobe CC Suite of applications, color printer, online tutorials, Google Apps

Standards

TECH.8.2.12.A.CS2 - [*Content Statement*] - The core concepts of technology.

TECH.8.2.12.C.2 - [*Cumulative Progress Indicator*] - Analyze a product and how it has changed or might change over time to meet human needs and wants.

TECH.8.2.12.C.CS3 - [*Content Statement*] - The role of troubleshooting, research and development, invention and innovation and experimentation in problem solving.

TECH.8.2.12.C.2 - [*Cumulative Progress Indicator*] - Analyze a product and how it has changed or might change over time to meet human needs and wants.

TECH.8.1.12.B.CS1 - [*Content Statement*] - Apply existing knowledge to generate new ideas, products, or processes.

TECH.8.1.12.A.CS2 - [*Content Statement*] - Select and use applications effectively and productively.

TECH.8.1.12.A - [*Strand*] - Students demonstrate a sound understanding of technology concepts, systems and operations.

TECH.8.1.12.D - [*Strand*] - Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior.

TECH.8.2.12.D.CS1 - [*Content Statement*] - Apply the design process.

TECH.8.2.12.E.4 - [*Cumulative Progress Indicator*] - Use appropriate terms in conversation (e.g., troubleshooting, peripherals, diagnostic software, GUI, abstraction, variables, data types and conditional statements).

TECH.8.2.12.E.1 - [*Cumulative Progress Indicator*] - Demonstrate an understanding of the problem-solving capacity of computers in our world.

TECH.8.1.12.A.3 - [*Cumulative Progress Indicator*] - Collaborate in online courses, learning communities, social networks or virtual worlds to discuss a resolution to a problem or issue.

TECH.8.1.12.A.2 - [*Cumulative Progress Indicator*] - Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.

TECH.8.1.12.F.CS2 - [*Content Statement*] - Plan and manage activities to develop a solution or complete a

project.

TECH.8.1.12.F.CS4 - [*Content Statement*] - Use multiple processes and diverse perspectives to explore alternative solutions.

TECH.8.1.12.A	Technology Operations and Concepts: Students demonstrate a sound understanding of technology concepts, systems and operations.
TECH.8.1.12.A.2	Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.
TECH.8.1.12.A.3	Collaborate in online courses, learning communities, social networks or virtual worlds to discuss a resolution to a problem or issue.
TECH.8.1.12.A.CS2	Select and use applications effectively and productively.
TECH.8.1.12.B.CS1	Apply existing knowledge to generate new ideas, products, or processes.
TECH.8.1.12.D	Digital Citizenship: Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior.
TECH.8.1.12.F.CS2	Plan and manage activities to develop a solution or complete a project.
TECH.8.1.12.F.CS4	Use multiple processes and diverse perspectives to explore alternative solutions.
TECH.8.2.12.A.CS2	The core concepts of technology.
TECH.8.2.12.C.2	Analyze a product and how it has changed or might change over time to meet human needs and wants.
TECH.8.2.12.C.CS3	The role of troubleshooting, research and development, invention and innovation and experimentation in problem solving.
TECH.8.2.12.D.CS1	Apply the design process.
TECH.8.2.12.E.1	Demonstrate an understanding of the problem-solving capacity of computers in our world.
TECH.8.2.12.E.4	Use appropriate terms in conversation (e.g., troubleshooting, peripherals, diagnostic software, GUI, abstraction, variables, data types and conditional statements).