Unit 10: Reflecting through teamwork

Content Area: **Technology**
Course(s):
Time Period: **June**
Length: **7 Blocks**
Status: **Published**

Transfer Skills

Students will utilize skills learned in digital photography, Photoshop, InDesign, and Illustrator to complete a culminating group advertising campaign.

Enduring Understandings

Expression through graphic design is influenced by time, place, and culture.

Critique communicates through an intellectual process including describing, analyzing and interpreting.

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

One gains insight to a culture by analyzing and interpreting its graphic designs.

Essential Questions

What is the best media for communicating a particular idea or emotion?

How are design concepts born?

How does typography play an important role in communication?

What is the creative process?

Content

Vocabulary:

Careers, culture, logo, 3D, package design, proof, composite, brochure, campaign, interpersonal, showcase, highlights, subliminal.

Skills

Construct a solution to a problem while working as a group.

Construct a composite sketch.

Employ role play of Graphic Designer, and Client positions.

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

Utilize three applications in the design process: Photoshop, InDesign, and Illustrator when completing the end of year project.

Resources

Applications: Photoshop, InDesign, and Illustrator

Magazine Samples

Business Brochure Samples

Logo Samples

Standards

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.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.

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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.C.CS1	Interact, collaborate, and publish with peers, experts, or others by employing a variety of digital environments and media.
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).