Unit 12: Check Out My Skin!: Electronic Skin Design

Content Area: **Language Arts Literacy**
Course(s): **Art Experience, Design for Business and Industry**
Time Period: **January**
Length: **5 blocks**
Status: **Published**

Enduring Understandings

Customization in accessories for mobile and electronic devices is a growing trend. Mobile phone cases were the most popular accessories purchased in 2012, which grew 69% from 2011.

Most people view their electronic devices as a thing of beauty and fashion, so it makes sense that consumers will seek out the greatest accessories for these devices to further showcase their sense of style.

There are different schools of thought in the design industry when it comes to electronic devices covers. Some believe that putting a case on an electronic device is like “painting your Ferrari with rust-proofing paint and then wrapping it in burlap.” These are the thoughts of the device designers who slaved over the drawing board for hours to provide the consumer with a sleek design and brand identity.

Essential Questions

What are the characteristics of professional and effective electronic device covers?

Do you have a designer case or skin for an electronic that you own? What made you pull it off the shelf and make the purchase?

How do the art elements and principles of design play a role in effective skin or case design?

Do you think that purchasing a skin or a cover for your device is a disservice to the art designers who created the aesthetics of that electronic device?

How is a product’s aesthetic design related to branding?

Content

- Ergonomics
- Aesthetics
- Electronic Skins or Cases
- Art Elements (line, shape, color, texture, value and form)
- Principles of Design (balance, rhythm, unity, pattern)

Skills

- Create a design for a Skin or a Case of an Electronic device that you own.
- Demonstrate knowledge in the art elements and principles of design when developing the skin or case design.
- Demonstrate knowledge in a particular medium that will give the design color, completeness and professionalism.
- Serve as a test audience to peers and provide constructive criticism for improvements.

Resources

iPad Pros and Apple Pencils

Printer for Student Photos and Artwork

Standards

VPA.1.3.12	All students will synthesize those skills, media, methods, and technologies appropriate to creating, performing, and/or presenting works of art in dance, music, theatre, and visual art.
VPA.1.3.12.D	Visual Art
VPA.1.3.12.D.1	Synthesize the elements of art and principles of design in an original portfolio of two- and three-dimensional artworks that reflects personal style and a high degree of technical proficiency and expressivity.
VPA.1.3.12.D.2	Produce an original body of artwork in one or more art mediums that demonstrates mastery of visual literacy, methods, techniques, and cultural understanding.
VPA.1.4.12	All students will demonstrate and apply an understanding of arts philosophies, judgment, and analysis to works of art in dance, music, theatre, and visual art.
VPA.1.4.12.B	Critique Methodologies
VPA.1.4.12.B.1	Formulate criteria for arts evaluation using the principles of positive critique and observation of the elements of art and principles of design, and use the criteria to evaluate works of dance, music, theatre, visual, and multimedia artwork from diverse cultural contexts and historical eras.