

Unit 4: Design Concepts

Content Area: **Arts**
Course(s): **Comp Graphics 1**
Time Period: **Semester 2**
Length: **2 weeks**
Status: **Published**

Standards

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| VA.9-12.1.5.12prof.Cr | Creating |
| VA.9-12.1.5.12prof.Cr1 | Generating and conceptualizing ideas. |
| VA.9-12.1.5.12prof.Cr1a | Use multiple approaches to begin creative endeavors. |
| VA.9-12.1.5.12prof.Cr3 | Refining and completing products. |
| VA.9-12.1.5.12prof.Re7 | Perceiving and analyzing products. |
| | Perceive |
| VA.9-12.1.5.12prof.Re7a | Hypothesize ways in which art influences perception and understanding of human experiences. |
| CAEP.9.2.12.C | Career Preparation |
| TECH.8.1.12.B | Creativity and Innovation: Students demonstrate creative thinking, construct knowledge and develop innovative products and process using technology. |

Enduring Understandings

1. All design ideas rely on visual organization to be effectively communicated to the viewer.
2. The way a design is organized directly impacts the way it is interpreted.
3. Market research can dictate characteristics of a design such as placement and color choice to influence a demographic.

Essential Questions

1. How are design concepts used universally through a variety of applications within the graphic design industry?
2. How do placement, scale, color impact the way design communicates to the viewer?
3. How can a design be created or improved to be more unified and functional?

Knowledge and Skills

Students will be able to:

- Define design terms including alignment, dominance, focal point, balance, visual hierarchy, and gestalt.
- Create solutions to design problems and prompts using design concepts effectively.
- Respond to a prompt by organizing content to encompass a specific design concept.
- Understand the relationship between image and type.

-Direct the way a viewer receives information through an organization and visual appearance of elements within a design.

Resources and Activities

Students will have access to all tools in the Graphic Design Studio as well as,

- Computers
- 11" x 17" Laser Printer / Epson HP550
- Adobe Creative Suite
- Project appropriate Rubric
- Teacher & Experiences
- Teacher lead PowerPoint when applicable
- Internet for research and inspiration
- Google Docs
- Google Classroom

Transfer Goals

Students will be able to independently translate goals of a client into a functional and intelligently laid out design.

Assessment

[Assessments](#)

Modifications

[Modification link](#)

