Unit 4: Design Concepts

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

Standards

1.5.12prof.Cr	Creating
1.5.12prof.Cr1	Generating and conceptualizing ideas.
1.5.12prof.Cr1a	Use multiple approaches to begin creative endeavors.
1.5.12prof.Cr3	Refining and completing products.
1.5.12prof.Re7	Perceiving and analyzing products.
	Perceive
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 encompasses 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 acess 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 & Exsperiences
- Teacher lead PowerPoint when applicable
- Internet for research and inspiration
- Google Docs
- Google Classroom

Transfer Goals

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

2. Students will be able to independently analyze and apply principles of visual organization, including placement, scale, and color, informed by market research, to create designs that effectively communicate with specific demographics across diverse graphic design applications.

Assessment

Assessments

Modifications

Modfication link