

# 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

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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

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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

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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**

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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**

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

## **Assessment**

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[Assessments](#)

## **Modifications**

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[Modification link](#)

