

Graphic Design in Consumer Venues

Content Area: **Arts**
Course(s): **Comp Graphics 1, Comp Graphics 2**
Time Period: **Semester 1**
Length: **5 weeks**
Status: **Published**

STANDARDS

VA.9-12.1.5.12prof.Cr	Creating
VA.9-12.1.5.12prof.Pr	Presenting
VA.9-12.1.5.12prof.Cr1	Generating and conceptualizing ideas.
VA.9-12.1.5.12prof.Cr2	Organizing and developing ideas.
VA.9-12.1.5.12prof.Cr3	Refining and completing products.
VA.9-12.1.5.12prof.Pr6	Conveying meaning through art.
VA.9-12.1.5.12prof.Re8	Interpreting intent and meaning.
VA.9-12.1.5.12prof.Cr1a	Use multiple approaches to begin creative endeavors.
VA.9-12.1.5.12prof.Cr1b	Shape an artistic investigation of an aspect of present-day life using a contemporary practice of art and design.
VA.9-12.1.5.12prof.Cr2b	Explain how traditional and non-traditional materials may impact human health and the environment, and demonstrate safe handling of materials, tools and equipment.
VA.9-12.1.5.12prof.Cr2c	Collaboratively develop a proposal for an installation, artwork, or space design that transforms the perception and experience of a particular place.
VA.9-12.1.5.12prof.Cr3a	Apply relevant criteria from traditional and contemporary cultural contexts to examine, reflect on and plan revisions for works of art and design in progress.
VA.9-12.1.5.12prof.Re7a	Hypothesize ways in which art influences perception and understanding of human experiences.
VA.9-12.1.5.12prof.Cn10a	Document the process of developing ideas from early stages to fully elaborated ideas.
VPA.1.1.12.D.1	Distinguish innovative applications of the elements of art and principles of design in visual artworks from diverse cultural perspectives and identify specific cross-cultural themes.
VPA.1.1.12.D.2	Translate literary, musical, theatrical, and dance compositions by using them as stimulus/inspiration for corresponding visual artworks.
VPA.1.1.12.D.CS2	Stimuli for the creation of artworks can come from many places, including other arts disciplines.
VPA.1.3.12.A.1	Integrate and recombine movement vocabulary drawn from a variety of dance genres, using improvisation as a choreographic tool to create solo and ensemble compositions.
VPA.1.3.12.A.CS1	Creating highly integrated improvisational movement sequences develops personal style for solo and ensemble work. Characteristics of style vary broadly across dance genres.
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.A.4	Evaluate how exposure to various cultures influences individual, emotional, intellectual, and kinesthetic responses to artwork.
VPA.1.4.12.B.2	Evaluate how an artist's technical proficiency may affect the creation or presentation of a work of art, as well as how the context in which a work is performed or shown may impact perceptions of its significance/meaning.
VPA.1.4.12.B.3	Determine the role of art and art-making in a global society by analyzing the influence of

technology on the visual, performing, and multimedia arts for consumers, creators, and performers around the world.

VPA.1.4.12.B.CS3

Art and art-making reflect and affect the role of technology in a global society.

TECH.8.2.12.D.1

Design and create a prototype to solve a real world problem using a design process, identify constraints addressed during the creation of the prototype, identify trade-offs made, and present the solution for peer review.

Explore

ESSENTIAL QUESTIONS

1. How do graphic designers execute their job?
2. What tools do graphic designers use?
3. Where do we see effective graphic design?
4. How do we make effective graphical communications?
5. Who are the influential graphic designers of today and past?

KNOWLEDGE AND SKILLS

PHOTOSHOP

- Students will learn how to use and apply Photoshop to a variety of tasks.

REDESIGN

- Students will apply the creative process to the production of a redesigned package.

VOCAB RESEARCH PROJECT

- Students will be assigned a topic related to graphic design. Students will create a presentation in powerpoint that they will present to the class.

RESOURCES

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

1. Students will have a working knowledge of Photoshop.
2. Students will have a working knowledge of a variety of software programs used for visual communication.
3. Students will have a working knowledge of how to create an effective project.
4. Students will have a basic understanding of the artist that have influenced and continue to influence the media that they are subjected to.
5. Students will have a basic working knowledge of how the graphic design studio works.

ENDURING UNDERSTANDING

1. How to use the tools in Photoshop.
2. How to properly layout a package design.
3. Who are the artist that have influenced the graphic design world.
4. How to you use a graphic design studio.

Modification

[Modification List](#)

Assessment

[Assessments](#)