

Unit 02: Layout and Composition

Content Area: **Fine Arts**
Course(s):
Time Period: **Marking Period 1**
Length: **2-3 Weeks**
Status: **Published**

Brief Summary of Unit

Design layout calls for a skillful balancing of diverse visual elements throughout the composition. Students will apply their knowledge of the six principles of design: balance, emphasis, proportion, contrast, rhythm, and unity to create an effective composition in all of their work. This unit will introduce the students to using the grid and path layouts to achieve a dynamic, unified composition.

Transfer

Essential Questions

- What is composition? What are the elements and principles that help create an effective composition?
- What are the benefits of a good layout design?
- What impact does layout design have on everyday life?
- Why is it important to develop an eye for design?
- How does the design of an advertisement, poster, web page, etc. impact on its value as a communications tool?
- Why will simply utilizing the design principles not necessarily result in an effective Graphic Design?

Essential Understandings

- Composition and design is all around us.
- There are many challenges to creating an effective layout that attracts and communicates clearly to the viewer.
- Communication is enhanced by good design.

Students Will Know

- The six principles of design: balance, emphasis, proportion, contrast, rhythm, and unity.
- The basic elements of Graphic Design: text, space, color, line, shape, value, size, and texture.
- The vocabulary specific to design.
- That a good design attracts, organizes, communicates, and makes a lasting impression.
- How to utilize their knowledge and understanding of design to create an effective composed work.

Students Will Be Skilled At

- Using technology to research ideas.
- Creating effective compositions that clearly communicate their intent.
- Building balanced and unified layout design.
- Using the correct vocabulary related to composition and layout design.

Evidence/Performance Tasks

Learning Plan

- Preview the essential questions and connect to learning throughout the unit.
- Teacher presentation of the grid for layout design - During this presentation students will be required to take notes and fill in handout sheets - The instructor will introduce the process of splitting up areas to create balanced designs and areas of emphasis using the grid and path layouts.
- Class activity and discussion: students problem solve design problems using both the grid and path layouts.
- Class activity and discussion: students collect and analyze posters, magazine ads, and newspaper ads; exploring the different layouts and researching the processes that the designers have used to achieve well balanced and unified layouts.
- Students will then read over a handout addressing their new project, Creating a poster for a promotional event - Students will use the design loop to build concepts and create thumbnail sketches and research their ideas for these posters - Students will present

these sketches to the instructor and they discuss which ideas have the most promise for the project - Student will then create an 11x17 layout according to the rule of thirds. - We will discuss hierarchy in design and how their layouts should lead the viewers eye to the important aspects and information.

- Teacher will be available for individual instruction and assistance where necessary.
- Student presentations of projects and class critique.
- Teacher assessment and Student self-assessment via rubric.

Materials

- Students will begin their design loop, creating ideas for a poster promoting a music festival or concert.
- The word lists and well as thumbnail sketches will be shared with peers and with the instructor to help guide each student to design their best idea.
- Once on the computer the students will begin their multicolored poster composition.
- These poster designs will be monitored and looked at throughout the design process by peers and instructor to help each student reach their best design.
- Presentation: The final portion of your project will consist of a critique of all works. This critique may take place on screen or be done with printed final pieces. In this class discussion we will examine each piece and discuss the qualities of the work using vocabulary specific to the field. Students will communicate with their peers how they successfully used tools in the software to obtain a well-balanced and a unified composition.

Suggested Strategies for Modifications

All materials and notes will be available on the classroom network for access, the teacher will be available to assist and individually instruct any and all students. All necessary modifications and support will be provided to all students in need to reach their fullest potential in this class.