

Unit 03: Shape and Color

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

Brief Summary of Unit

Students will continue learning the Illustrator tools that create shapes and learn how to adjust colors to enhance their design work. Students will apply this new knowledge to create two layouts one monochromatic and one grey scale using the shape tools and the pathfinder.

Transfer

Essential Questions

- How are shapes created and used in design?
- Why is negative space important in all design?
- How do color schemes affect the message of a design?
- How is grayscale, RGB, and CMYK color modes applied in different design media?

Essential Understandings

- Through basic shape a designer can create unity to a group of seemingly disparate objects.
- Repeating similar shapes in different objects is an excellent way to create unity in design
- There is a psychology of color that is important to understand when being a designer.
- Color contrast has the same potential for communicating hierarchy as typeface.

Students Will Know

- How to use all shape tools in illustrator including the Pathfinder pallet to create, divide, exclude, add,

and subtract form to create new shapes to use in their designs.

- How to balance positive and negative space using shapes in design.
- That colors have properties that create different levels of hierarchy when combined together.
- The basics of the color wheel and what the primary, secondary colors and complimentary.
- The three different (RGB, CMYK, Grayscale) color modes and how and when to use them.

Students Will Be Skilled At

- Using the different shape tools in Illustrator - Rectangle, Rounded Rectangle, Polygon, Ellipse, and Star tool - How to create specific shapes to specific dimensions.
- Using the Pathfinder tool to create new shapes and forms - The Divide, Exclude, Add, Subtract, functions of the Pathfinder pallet.
- Adjusting, assigning and collaborating color schemes to fill shapes and forms and to assign colors and sizable strokes to these selections.
- Using websites such as colorcombos.com to research color schemes and assign them to their selections in illustrator.
- Using the magic wand tool to select multiple objects of the same color scheme in their designs.
- Creating color gradient fills and applying them to type and shape.
- Changing their color modes and choosing the right mode for the right media - RGB is used for on screen media such as websites and powerpoints - CMYK is used for print media - Grayscale is used for print ads and media that color is not an option.
- Creating logos to represent and display a message, using these new tools and the ones previously learned in the prior unit.

Evidence/Performance Tasks

- Students will look at color combinations and we will discuss the choices involved with picking colors and the psychology of colors
- We will look at logos and ads that have strong color presence and discuss the reasoning
- Students will create a color wheel in Adobe illustrator using the tools to create the wheel and the color setting to fill in the correct colors.
- We will discuss the appropriate time to use RGM as opposed to CMYK and why it is important to be

able to convert design correctly to grayscale.

- Students will create designs using the primary, secondary and complimentary colors.
- There will be a vocabulary quiz following this unit - Terms that students will be tested on; shape, form, negative space, primary colors, secondary colors, contrast, Value, Complimentary, RGB, CMYK, Symbol, Icon, Logo, Unity.
- Qualities that will be looked at and assessed are... - Effective communication of design element through product - Daily classwork and problem solving independence - Ability to describe and communicate in discussion and written critiques the use and understanding of the elements and principles of design - Overall final design - Individual continued growth.

Learning Plan

- Preview the essential questions and connect to learning throughout the unit.
- Teacher presentation of the shape tools in Illustrator - During this presentation students will be required to take notes and fill in handout sheets - The instructor will introduce the shape tools, explain how to utilize them differently, show examples and then allow times for students to explore these new tools within the program - The instructor will follow this same procedure for the Pathfinder tool, and as a class we will create shapes and combine them to create new forms.
- Class activity and discussion: students problem solve design problems using shape tools.
- Students will be creating symmetrical and asymmetric designs using shapes, colors and the pathfinder on an 8.5x11 page.
- These designs will consist of no less than ten shapes and each letter of their first name at different sizes.
- 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

- Online examples
- Teacher examples
- Handouts

- Class notes
- Adobe Illustrator

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.
- Modified project guidelines will be available to meet students' needs