Unit 3: Layout & Design

Content Area: **Art**
Course(s): **Graphic Design II**
Time Period: **1 marking period**
Length: **10 Weeks**
Status: **Published**

Unit Overview

Unit 3 teaches studednts how to use Adobe InDesign to display and create effective layouts for various assignments including, but not limited to: advertising, a calendar, magazine layout, invitations, and more.

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.

Transfer

Students will be able to independently use their learning to...

- Use InDesign software to develop and create professional looking documents.

- Combine text and graphics to create professional design.

- Use learned skills and apply it to any software.

- Create designs that "pop" and get attention.

Meaning

Understandings

Students will understand that...

- Planning and organizing visual elements by the use of diagrams, sketchbooks, thumbnails and lists is crucial to coming up with a good graphic design.

- The rules of art and design always apply, but can be broken once mastered as long as it is done for a particular reason.

- Layout skills learned in class are transferrable to any job/class/project they obtain.

- Thinking "outside the box" instead of using templates.

Essential Questions

Students will keep considering...

- What types of projects can I use InDesign for?

- Am I always considering the elements and principles of art in my work? Can I describe and talk about how I've used them?

- How can I use InDesign in combination with Illustrator and Photoshop to create new things?

- How can I import graphics and text into InDesign and create a legible cohesive piece?

Application of Knowledge and Skill

Students will know...

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The tools and functions of InDesign including:

- setting up a document (single and multiple pages)

- selection

- shape tools

- margins, columns and gutter options

- pages palette

- frames

- object options & effects

- text frame options

- drawing editing and linking text boxes

- character and paragraph palettes

- text on a path

  - importing, fitting and adjusting images

  - clipping paths

  - color palettes (CMYK, RGB, spot colors)

  - tabs

How to import text and graphics.

How to use multiple pages and master pages in a document.

How to align, justify and wrap text in and around images.

How to create tables and edit them.

Students will be skilled at...

Explaining the intent and use of the elements and principles of art and design in critiques.

Developing layouts that are visually appealing and deliver the intended message.

Working with all three software programs as a cross platform.

Editing typography.

Academic Vocabulary

Typography, Vector, Raster, CMYK, Pantone, Spot Colors, Grayscale, Master Page, Facing Pages, Paste in Place, Spread, Bleed, Crop, Margin, Column, Row, Layout, Alignment, Repetition, Justification, Contrast, Grid System, Rule of Thirds, The Golden Ratio, Fibonacci Sequence, Headline, Body Text, Tabs, Glyphs, Style Sheets, Proportion, Clipping Path, Text Wrap, Pathfinder, Table, Layers, Folio, Trim Line

Learning Goal

Use InDesign to create a magazine layout using columns, text wrap, images and the rules of typography correctly and professionally that goes above and beyond the basics. The project incorporates their own creativity, and explores the options and boundaries of design independently.

CRP.K-12.CRP2.1	Career-ready individuals readily access and use the knowledge and skills acquired through experience and education to be more productive. They make connections between abstract concepts with real-world applications, and they make correct insights about when it is appropriate to apply the use of an academic skill in a workplace situation.
VPA.1.1.12.A.CS2	Acute kinesthetic awareness and mastery of composition are essential for creating and interpreting master works of art.
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.CS2	Stimuli for the creation of artworks can come from many places, including other arts disciplines.
VPA.1.3.12.D.1	Synthesize the elements of art and principles of design in an original portfolio of two- and three-dimensional artworks that reflects personal style and a high degree of technical proficiency and expressivity.
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.1.3.12.D.3	Organize an exhibit of personal works of visual art that convey a high level of understanding of how the expression of ideas relates to the art media, art mediums, and techniques used.
VPA.1.3.12.D.CS1	How individuals manipulate the elements of art and principles of design results in original portfolios that reflect choice and personal stylistic nuance.
VPA.1.3.12.D.CS3	The artist's understanding of the relationships among art media, methodology, and visual statement allows the artist to use expressionism, abstractionism (nonobjective art), realism/naturalism, impressionism, and other genre styles to convey ideas to an audience.
VPA.1.3.12.D.CS4	Artists interpret/render themes using traditional art media and methodologies as well as new art media and methodologies.
VPA.1.4.12.B.CS2	The cohesiveness of a work of art and its ability to communicate a theme or narrative can be directly affected by the artist's technical proficiency as well as by the manner and physical context in which it is performed or shown.
VPA.1.4.12.B.CS3	Art and art-making reflect and affect the role of technology in a global society.
CAEP.9.2.12.C.1	Review career goals and determine steps necessary for attainment.
CAEP.9.2.12.C.2	Modify Personalized Student Learning Plans to support declared career goals.
CAEP.9.2.12.C.3	Identify transferable career skills and design alternate career plans.
TECH.8.1.12.A.1	Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.
TECH.8.1.12.A.2	Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.
TECH.8.1.12.A.CS1	Understand and use technology systems.
TECH.8.1.12.A.CS2	Select and use applications effectively and productively.
TECH.8.1.12.B.CS1	Apply existing knowledge to generate new ideas, products, or processes.
TECH.8.1.12.B.CS2	Create original works as a means of personal or group expression.
TECH.8.1.12.C.CS1	Interact, collaborate, and publish with peers, experts, or others by employing a variety of digital environments and media.
TECH.8.1.12.C.CS2	Communicate information and ideas to multiple audiences using a variety of media and formats.
TECH.8.1.12.D.1	Demonstrate appropriate application of copyright, fair use and/or Creative Commons to an original work.
TECH.8.1.12.D.CS1	Advocate and practice safe, legal, and responsible use of information and technology.

TECH.8.1.12.D.CS2	Demonstrate personal responsibility for lifelong learning.	
TECH.8.1.12.D.CS3	Exhibit leadership for digital citizenship.	
TECH.8.1.12.E.CS1	Plan strategies to guide inquiry.	
TECH.8.1.12.E.CS2	Locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media.	
TECH.8.1.12.F.CS2	Plan and manage activities to develop a solution or complete a project.	

Target 1-- Level 1 Retrieval

SWBAT:

1. Use principles of art and design to critique past and future pieces.

2. Use Photoshop and Illustrator to create graphics to use in InDesign.

VPA.1.2.12.A.CS2	Access to the arts has a positive influence on the quality of an individual's lifelong learning, personal expression, and contributions to community and global citizenship.
VPA.1.4.12.B.CS3	Art and art-making reflect and affect the role of technology in a global society.
CAEP.9.2.12.C.1	Review career goals and determine steps necessary for attainment.
CAEP.9.2.12.C.2	Modify Personalized Student Learning Plans to support declared career goals.
CAEP.9.2.12.C.3	Identify transferable career skills and design alternate career plans.
TECH.8.1.12.D.1	Demonstrate appropriate application of copyright, fair use and/or Creative Commons to an original work.
TECH.8.1.12.D.CS2	Demonstrate personal responsibility for lifelong learning.
TECH.8.1.12.D.CS3	Exhibit leadership for digital citizenship.

Target 2-- Level 2 Comprehension

SWBAT:

1. Set up an InDesign document with multiple pages, single pages vs. facing pages, margins, columns, gutter.

2. Use InDesign to create vector shapes.

3. Import, insert, format, manipulate, colorize, wrap, and outline text with InDesign.

4. Import various file types and add images to a document.

5. Rotate, size, transform, create frames, fitting, clipping paths, add effects to images.

6. Link text boxes, flow text and add tabs.

TECH.8.1.12.A.CS1	Understand and use technology systems.
TECH.8.1.12.A.CS2	Select and use applications effectively and productively.
TECH.8.1.12.B.CS1	Apply existing knowledge to generate new ideas, products, or processes.
TECH.8.1.12.D.CS1	Advocate and practice safe, legal, and responsible use of information and technology.
TECH.8.1.12.E.CS2	Locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media.
TECH.8.1.12.E.CS3	Evaluate and select information sources and digital tools based on the appropriateness for specific tasks.

Target 3-- Analysis

SWBAT:

1. Combine text and graphics while adhering to the rules of typography.

2. Independently set up documents and designs to meet the assignment criteria.

3. Use a grid layout to create documents and pages.

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.CS2	Stimuli for the creation of artworks can come from many places, including other arts disciplines.
VPA.1.3.12.D.1	Synthesize the elements of art and principles of design in an original portfolio of two- and three-dimensional artworks that reflects personal style and a high degree of technical proficiency and expressivity.
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.
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VPA.1.3.12.D.CS3	The artist's understanding of the relationships among art media, methodology, and visual statement allows the artist to use expressionism, abstractionism (nonobjective art), realism/naturalism, impressionism, and other genre styles to convey ideas to an audience.
VPA.1.3.12.D.CS4	Artists interpret/render themes using traditional art media and methodologies as well as new art media and methodologies.
TECH.8.1.12.B.CS1	Apply existing knowledge to generate new ideas, products, or processes.

TECH.8.1.12.B.CS2	Create original works as a means of personal or group expression.
TECH.8.1.12.F.CS2	Plan and manage activities to develop a solution or complete a project.

Target 4-- Knowledge Utilization

SWBAT:

1. Create an advertisement.

2. Create a calendar.

3. Design a magazine layout.

VPA.1.3.12.D.1	Synthesize the elements of art and principles of design in an original portfolio of two- and three-dimensional artworks that reflects personal style and a high degree of technical proficiency and expressivity.
VPA.1.3.12.D.3	Organize an exhibit of personal works of visual art that convey a high level of understanding of how the expression of ideas relates to the art media, art mediums, and techniques used.
VPA.1.3.12.D.CS1	How individuals manipulate the elements of art and principles of design results in original portfolios that reflect choice and personal stylistic nuance.
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TECH.8.1.12.A.1	Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.
TECH.8.1.12.A.2	Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.
TECH.8.1.12.B.CS2	Create original works as a means of personal or group expression.
TECH.8.1.12.C.CS1	Interact, collaborate, and publish with peers, experts, or others by employing a variety of digital environments and media.

Summative Assessment

1. Create an advertisement.

2. Create a calendar using tables.

3. Create a magazine layout.

21st Century Life and Careers

CRP.K-12.CRP1	Act as a responsible and contributing citizen and employee.
CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP7	Employ valid and reliable research strategies.
CRP.K-12.CRP8	Utilize critical thinking to make sense of problems and persevere in solving them.
CRP.K-12.CRP11	Use technology to enhance productivity.

Formative Assessment and Performance Opportunities

1. In-class reading, writing, speaking and listening activities.

2. Class participation.

3. Cooperative learning activities.

4. Digital assessments with accompanying assignments.

5. Surveys.

6. Think/Pair/Share activities.

7. Teacher-directed Q and A.

8. Teacher observation.

9. Additional practice activities.

10. Critiques.

Differentiation / Enrichment

Differentiation:

1. Strategic seating for reduced distraction, enabling better lesson focus.

2. Small-group, teacher-monitored learning activities.

3. One-on-one teaching/lessons with teacher.

Enrichment:

1. Expand and extend concepts, ideas, relationships, and generalizations.

2. Students will be provided with additional resources on relative topics.

3. Provide students with supplemental resources to expand knowedge base.

4. Create experiences for deeper learning.

Unit Resources

RESOURCES:

Pantone.com

Designersinsights.com