## ORGANIZING THEME/TOPIC

### UNIT 1: Design Basics
Reviewing and building on design concepts and relating them to graphic design.

**Suggested projects:**
1. Use magazine ads to describe design decisions
2. Use art elements to visually define a list of adjectives.
3. Idea proliferation using shape.

**Time Frame:** 1-2 weeks

### UNIT 2: The Creative Process
Students learn how an idea evolves into a finished project.

**Suggested projects:**
1. Personal logos
2. Magazine cover
3. Business card

**Time Frame:** 3-5 weeks

## FOCUS STANDARDS & SKILLS

### STANDARDS
- Anchor Standard #1. Generate and conceptualize artistic ideas and work.
- Anchor Standard #2. Organize and develop artistic ideas and work.
- Anchor Standard #5. Develop and refine artistic work for presentation.
- Anchor Standard #6. Convey meaning through the presentation of artistic work.
- Anchor Standard #10. Synthesize and relate knowledge and personal experiences to make art.

### SKILLS
- Use the elements and principles effectively
- Students use the grid to initiate graphic design solutions.
- Introduce basic elements of graphic design: layout, typography, scale
- Research, Brainstorming, Roughs, Comps, Final Draft
- Collaboration, Feedback, Critique
- Differentiate between Photoshop, Illustrator, InDesign
## UNIT 3: Intro To Adobe Cs
Students learn basics of how to use the programs to create graphic design projects.

**Suggested projects:**
1. introduction to Illustrator (emulate/create poster)
2. introduction to Photoshop (emulate/create promotional ad)
3. introduction to InDesign (emulate/create fliers, banners)

**Time Frame:** 4-6 weeks

**STANDARDS**
- Anchor Standard #7. Perceive and analyze artistic work.
- Anchor Standard #8. Interpret intent and meaning in artistic work.

**SKILLS**
- differentiate between Photoshop, Illustrator, InDesign
- differentiate between file types and uses
- learn basic tools and functions of each program
- know when/why to use each program

## UNIT 4: History Of Graphic Design
Using skills gained from previous units, students will incorporate knowledge of various graphic designers and historical design eras to create a final product.

**Suggested projects:**
1. design era posters
2. history of graphic design infographics

**Time Frame:** 3-4 weeks

**STANDARDS**
- Anchor Standard #4. Analyze, interpret, and select artistic work for presentation.
- Anchor Standard #9. Apply criteria to evaluate artistic work.
- Anchor Standard #11. Relate artistic ideas and works with societal, cultural and historical context to deepen understanding.

**SKILLS**
- utilize technical skills/programs to create a final product
- incorporate key characteristics of chosen person/era
- communicate how the product demonstrates chosen person/era