

Name: David Petersen		Grading Quarter: 1	Week Beginning: 9/18
School Year: 2023-24		Subject: Graphic Design 2	
Monday	Notes:	<p>Objective : Utilize the Process of Graphic Design</p> <p>Lesson Overview:</p> <ol style="list-style-type: none"> 1 Target Audience 2 define goals 3 define medium 4 choose topic 5 find right information 6 process your data 7 find your story 8 analyze trends 9 how to write copy <p>one big idea craft airtight argument tone to persuade inform or entertain</p>	<p>Academic Standards:</p> <p>8.10 Produce single- and multi-color graphic works using industry standard software</p> <p>8.11 Create single- and multi-page graphic works utilizing margins, columns, grids, and bleeds</p>
Tuesday	Notes:	<p>Objective: Utilize Elements of Effective Graphic Design in an Infographic</p> <p>Lesson Overview:</p> <p>Go over the vocab. list</p> <p>Alignment Organizing elements relative to a line or margin</p> <p>Balance *relationship of objects' visual weight within a composition</p> <p>Contrast *differentiation of element within a composition (size value etc.), the differences between color, value, texture, etc.</p> <p>Emphasis *amount of important given to visual elements</p> <p>Hierarchy *the visual arrangement of design elements in a way that signifies importance by utilizing contrast in size, color and placement</p> <p>Movement *flow that leads viewer's eye from one element to another within a composition</p> <p>Unity *Ability of various graphic elements to form a cohesive whole</p>	<p>Academic Standards:</p> <p>3.2 Apply formatting, editing, and proofreading skills to all forms of writing</p> <p>7.6 Describe project evaluation and review techniques (e.g., compare final product to original needs and specifications; give and receive feedback on a project)</p> <p>8.10 Produce single- and multi-color graphic works using industry standard software</p> <p>8.11 Create single- and multi-page graphic works utilizing margins, columns, grids, and bleeds</p>

Wednesday	Notes:	<p>Objective: Understanding Color Theory as it applies to Graphic Design -Day 1</p> <p>Lesson Overview:</p> <p>basics of color</p> <p>color theory and making designs work (use with infographics)</p> <p>4 Square- Analogous Complimentary Monochromatic Triadic</p> <p>INFOGRAPHIC- All About Color</p>	<p>Academic Standards:</p> <p>6 Identify additive colors (RGB - red, green, and blue) and subtractive colors (CMYK - cyan, magenta, yellow, and black/key)</p> <p>6.7 Identify basic color schemes (e.g., complementary, analogous, triadic, tetradic, split complementary, and monochromatic)</p>
Thursday	Notes:	<p>Objective: Understanding Color Theory as it applies to Graphic Design- Day 2</p> <p>Lesson Overview:</p> <p>Review Vocabulary</p> <p>1 Hue. (show them another name for color)</p> <p>2 tint. Show a picture with white added</p> <p>3 shade Show a picture with black added</p> <p>4 value Show how light or dark something is</p> <p>5 saturation. Show how saturated a color is</p> <p>6 complimentary Show a picture that is compliments of each other</p>	<p>Academic Standards:</p> <p>6 Identify additive colors (RGB - red, green, and blue) and subtractive colors (CMYK - cyan, magenta, yellow, and black/key)</p> <p>6.7 Identify basic color schemes (e.g., complementary, analogous, triadic, tetradic, split complementary, and monochromatic)</p> <p>6.8 Explain the psychology of color and how color can impact the effectiveness of a design</p>

Friday	Notes:	<p>Objective: Utilize the Recolorization Artwork Tool for variations in color themes</p> <p>Lesson Overview:</p> <p>Make a squiggly pattern to show how to use the recolor</p> <p>talk about hue saturation and color combinations etc.</p> <p>Review color terminology</p>	<p>Academic Standards:</p> <p>7.17 Explore paper options for a job, including analyzing parent sizes, environmental concerns, grades and classes, and reading a paper swatch</p> <p>7.6 Describe the importance of color selection in connection with target audience, including the color wheel, color schemes, and the psychology of color</p> <p>7.7 Differentiate between the color gamuts (RGB, CMYK, Spot Color, grayscale and hex color, and explain how they relate to the web and printing industries)</p> <p>8.3 Apply knowledge of design principles, elements, typography, and color relationships to projects</p>
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