Name: David Petersen	Grading Quarter:2	Week Beginning: 10/14
School Year: 2024	Subject: Graphic Design 1	

	Notes:	Objective:	Academic Standards:
Monday		**Create a font in sketchbook using typography rules** Lesson Overview: Go over the following vocabulary and what they mean flush left, flush right, justified, centered, contour, run around, hard and soft text, solid and outlined text Print out calligraphr page and have them do their handwriting. scan at 150 and then download onto flash drives, then they can transfer it onto their own computers. Identify the different types of fonts by upper and lower case, hairline, stem, stroke, stress, serif, set width. Roman, Sans (without) serif. Black Letter or text (resembles the hand drawn calligraphy by European monks, script or cursive., novelty or decorative. Point size determination (top to bottom of ascenders and descenders). Go over how type is placed on a page (flush left or right, justified, contour, run-about (concerns for functionality) Watch- An intro to typography by karen kavett talk about choosing the right font and show them how to use calligraphr for extra points - 30 for doing it and 50 if it is done well	7.1 Generate project ideas using stakeholder communication, research, brainstorming, thumbnails, roughs, mock-ups, and wireframes 7.2 Identify demographic components for a target audience (e.g., gender, age, income, education, socioeconomic, ethnicity, and location) 8 Discuss the following elements of an instructor specified graphic design concept example: message, color, typography, images, layout. 8.10 Produce single- and multi-color graphic works using industry standard software 8.11 Create single- and multi-page graphic works utilizing margins, columns, grids, and bleeds 8.9 Construct graphic works utilizing and manipulating type using industry standard software

| | Notes: | Objective:
Sketch different ideas for Business Flyer

Lesson Overview:

 Go over what should be on a flyer and have students put it together in class. The first draft needs to be done today. Don't get stuck on one thing as we will improve it later.
 Have them help you make a list of everything.

 BRAINSTORM!!!
name
slogan or catch phrase
location
contact information
logo or character
slogan
promotion or coupon
goods or services provided | Academic Standards:
41 Identify: flush left-ragged right, flush right-ragged left, centered, justified, force justified, widows, orphans.
5 Discuss the basic principles of design from an instructor specified graphic design example: unity, contrast, proportions, balance, emphasis, rhythm.
6.8 Explain the psychology of color and how color can impact the effectiveness of a design
7.1 Generate project ideas using stakeholder communication, research, brainstorming, thumbnails, roughs, mock-ups, and wireframes
7.2 Identify demographic components for a target audience (e.g., gender, age, income, education, socioeconomic, ethnicity, and location)
8 Discuss the following elements of an instructor specified graphic design concept example: message, color, typography, images, layout.
8.10 Produce single- and multi-color graphic works using industry standard software
8.11 Create single- and multi-page graphic works utilizing margins, columns, grids, and bleeds
8.9 Construct graphic works utilizing and manipulating type using industry standard software
84 Collect needed information and complete necessary steps to complete a project from design to delivery by actively interacting with a client or instructor to include: project initiation (determine the client's needs), research (explore information provided at the initial client meeting), strategy (analyze the research gathered and decide on design and |

Tuesday

			functionality criteria), development (mind mapping, storyboarding, free writing, layout creation), presentation (review with client; make changes), production/launch (implement finished piece across all deliverables), completion (turn over completed project to client)

	Notes:	Objective: **Critique and Edit Business Flyer** Lesson Overview: Go over flyer draft in School folder... make the following changes (maybe able to do Pier Edit?) Display Font is used Type match theme Simple Promotion or Discount Slogan or Catch Phrase Stress benefits to customer Picture need to know what is in it for them Use white space to separate text continuation of colors throughout emphasis and hierarchy of what is most important readable and legible fonts appeals to the audience simplify using bullet points clear contact information limit to 2 fonts	Academic Standards: 10 Use brainstorming techniques to develop ideas for a design concept based on specified client need and target audience. 22 Critique an instructor supplied layout and suggested improvements. 3.2 Apply formatting, editing, and proofreading skills to all forms of writing 36 Identify: dingbats, bullets, rules, glyphs, symbols. 4 Describe the basic principles of design: unity, contrast, proportions, balance, emphasis, rhythm. 40 Identify letter: spacing, tracking, kerning, baseline shift, horizontal scale. 5 Discuss the basic principles of design from an instructor specified graphic design example: unity, contrast, proportions, balance, emphasis, rhythm. 6.1 Identify elements of design (e.g., line, shape, form, texture, pattern, color, value, space, and size) 6.2 Identify principles of design (e.g., contrast, repetition, alignment, proximity, hierarchy, balance, movement, emphasis, harmony, and unity 6.3 Identify anatomical components and qualities of type (i.e., x-height, ascenders, descenders, etc.) 7.1 Generate project ideas using stakeholder communication, research, brainstorming, thumbnails, roughs, mock-ups, and wireframes 7.2 Identify the basic principles of Graphic Design (balance, emphasis, movement, unity, contrast, and simplicity) 7.2 Identify demographic components for a target audience (e.g., gender, age, income, education,
Wednesday			

			socioeconomic, ethnicity, and location)
			7.6 Describe the importance of color selection in connection with target audience, including the color wheel, color schemes, and the psychology of color
			8 Discuss the following elements of an instructor specified graphic design concept example: message, color, typography, images, layout.
			8.1 Work in a team to produce a larger project
			8.10 Produce single- and multi-color graphic works using industry standard software
			8.11 Create single- and multi-page graphic works utilizing margins, columns, grids, and bleeds
			8.4 Produce single and multi-color projects
			8.9 Construct graphic works utilizing and manipulating type using industry standard software

Thursday	Notes:	Objective: **Create Symbols and Utilize Library** Lesson Overview: Aqua Cafe Flyer https://www.youtube.com/watch?v=9g45V_XRY5I&t=274. es to flyer to make it better) Go over this and talk about all the changes in the end of the film Walk them through each thing on the checklist and make sure they have each part. Talk about analyzing themselves so that they can make something that works for their audience and not just themselves. Have them look at their flyer on the computer when they are doing this. 1. Good choice of font- Avoid Type too small to read- 9pt and below is not very readable, limited to 3- Readable and Legible 2. Good Choice in Color- Contrast- Matches your business- Use colors from clipart 3. Never use bold or italic for everything (bold works better but can be overdone 4. Use your white space to give emphasis and visual appeal 5. Simplify Layout- not too complex- information that is needed or not 6. Stress benefits for the customer- (what are you getting out or from the information as a customer) 7. Provide Clear Contact Information- 8. Incentive (Now) 9. Target your Audience- Use a catch phrase or slogan 10. Quality over quantity 11. anything that doesn't belong 12. chose colors from clipart or picture 13. Overall	Academic Standards: 3.2 Apply formatting, editing, and proofreading skills to all forms of writing 37 Discuss the uses of dingbats, bullets, rules, glyphs and symbols in publications. 6.1 Identify elements of design (e.g., line, shape, form, texture, pattern, color, value, space, and size) 6.2 Identify principles of design (e.g., contrast, repetition, alignment, proximity, hierarchy, balance, movement, emphasis, harmony, and unity 6.3 Identify anatomical components and qualities of type (i.e., x-height, ascenders, descenders, etc.) 8.3 Apply knowledge of design principles, elements, typography, and color relationships to projects
Friday	Notes:	Objective: Lesson Overview:	Academic Standards: