Name: David Petersen	Grading Quarter: 2	Week Beginning: 10/21
School Year: 2024-25	Subject: Graphic Design 1	

Monday	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. 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
	Notes:	Objective : **Sketch different ideas for Business Flyer**	

			8.9 Construct graphic works utilizing and manipulating type using industry standard software
Tuesday	Notes:	Objective: **Apply changes to Business Flyer based on "Flyer Checklist"** Lesson Overview: 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

	Notes:	Objective: **Objective - Analyze others work with Peer Edit of Flyer- Corrections** Lesson Overview: Rotations for peer edits	Academic Standards: 3.2 Apply formatting, editing, and proofreading skills to all forms of writing 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.) 7.5 Collaborate with others to plan and execute a graphic work 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)
Wednesday			

	Notes:	Objective: Finish Business Flyer Lesson Overview: Workday (no lesson)	Academic Standards: 3.2 Apply formatting, editing, and proofreading skills to all forms of writing 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.) 7.5 Collaborate with others to plan and execute a graphic work 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)
Thursday			
Friday	Notes:	Objective: Finish Business Flyer Lesson Overview:	Academic Standards: