Name: David Petersen	Grading Quarter: 2	Week Beginning: 11/11
School Year: 2024-25	Subject: Graphic Design 2	

	Notes:	Objective: **Utilize the Process of Graphic Design** Lesson Overview: 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 one big idea craft airtight argument tone to persuade inform or entertain	Academic Standards: 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
Monday			
Tuesday	Notes:	Objective: **Utilize Elements of Effective Graphic Design in an Infographic** Lesson Overview: Go over the vocab. list Alignment Organizing elements relative to a line or margin Balance *Relationship of objects' visual weight within a composition Contrast *Differentiation of element within a composition (size value etc.), the differences between color, value, texture, etc. Emphasis *Amount of important given to visual elements Hierarchy *The visual arrangement of design elements in a way that signifies importance by utilizing contrast in size, color and placement Movement *Flow that leads viewer's eye from one element to another within a composition Unity *Ability of various graphic elements to form a cohesive whole	Academic Standards: 3.2 Apply formatting, editing, and proofreading skills to all forms of writing 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) 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: **Understanding Color Theory as it applies to Graphic Design -Day 1** Lesson Overview: basics of color color theory and making designs work (use with infographics) 4 Square- Analogous Complimentary Monochromatic Triadic INFOGRAPHIC- All About Color	Academic Standards: .6 Identify additive colors (RGB - red, green, and blue) and subtractive colors (CMYK - cyan, magenta, yellow, and black/key) 6.7 Identify basic color schemes (e.g., complementary, analogous, triadic, tetradic, split complementary, and monochromatic)
Wednesday			
Thursday	Notes:	Objective: **Understanding Color Theory as it applies to Graphic Design- Day 2** Lesson Overview: Review Vocabulary 1 Hue. (show them another name for color) 2 tints. Show a picture with white added 3 shades Show a picture with black added 4 value Show how light or dark something is 5 saturations. Show how saturated a color is 6 complimentary Show a picture that is compliments of each other	Academic Standards: .6 Identify additive colors (RGB - red, green, and blue) and subtractive colors (CMYK - cyan, magenta, yellow, and black/key) 6.7 Identify basic color schemes (e.g., complementary, analogous, triadic, tetradic, split complementary, and monochromatic) 6.8 Explain the psychology of color and how color can impact the effectiveness of a design

	Notes:	Objective: **Utilize the Re colorization Artwork Tool for variations in color themes** Lesson Overview: Make a squiggly pattern to show how to use the recolor talk about hue saturation and color combinations etc. Review color terminology	Academic Standards: 7.17 Explore paper options for a job, including analyzing parent sizes, environmental concerns, grades and classes, and reading a paper swatch 7.6 Describe the importance of color selection in connection with target audience, including the color wheel, color schemes, and the psychology of color 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) 8.3 Apply knowledge of design principles, elements, typography, and color relationships to projects
Friday			
		Objective: **Utilize the Re colorization Artwork Tool for variations in color themes** Lesson Overview: Make a squiggly pattern to show how to use the recolor talk about hue saturation and color combinations etc. Review color terminology	