

Name: David Petersen		Grading Quarter: 3	Week Beginning: 1/29
School Year: 2023-2024		Subject: Graphic Design 2	
Monday	Notes:	<p><b>Objective: Understand the Process of Making a Design- Practice making NWS Brainstorm and Sketches</b></p> <p>Lesson Overview Go over the process of making a design.</p> <p>Brainstorm Research (Roughs= B/W) Sketch.     Thumbnails... (small pictures or sketches of different ideas     Wire Frames (low fidelity app or website designs)</p> <p>Digital Conversion     (show different styles, colors and versions)     (mockups= show client what it would look like on something</p> <p>Present to Client Finalize What questions are you going to ask when you sit down with the President of the NWS     who targets audience     More detailed or simpler     Message     Colors or combinations     Medium (what is it going on)     Similar or completely different     Type style or font</p>	<p>Academic Standards:</p> <p>4 Describe the basic principles of design: unity, contrast, proportions, balance, emphasis, rhythm.</p> <p>5 Discuss the basic principles of design from an instructor specified graphic design example: unity, contrast, proportions, balance, emphasis, rhythm.</p> <p>6 Describe the basic elements of design: line, shape, direction, size, texture, value, color.</p> <p>7 Discuss the basic elements of design from an instructor specified graphic design example: line, shape, direction, size, texture, value, color.</p>
Tuesday	Notes:	<p><b>Objective: Recognize who the Audience is and Designers Role- Create a New NWS logo</b></p> <p>Lesson Overview: Go over berryman "audience" page briefly</p>	<p>Academic Standards: 11.1 Critique a project throughout every phase of production for accuracy, end-usage, and audience</p>

Wednesday	Notes:	<p>Objective: <b>Examine the Basic Principles of Design and what makes a good logo</b></p> <p>Lesson Overview:</p> <p>What makes a good Logo</p> <p>simple-</p> <p>memorable- test with a partner</p> <p>timeless- stay away from being too trendy</p> <p>versatile- goes on anything</p> <p>appropriate</p> <p>positive- avoid "virus inks" and negative connotations</p>	<p>Academic Standards:</p> <p>6.8 Explain the psychology of color and how color can impact the effectiveness of a design</p> <p>7.1 Generate project ideas using stakeholder communication, research, brainstorming, thumbnails, roughs, mock-ups, and wireframes</p> <p>7.2 Identify demographic components for a target audience (e.g., gender, age, income, education, socioeconomic, ethnicity, and location)</p> <p>7.3 Develop a project workflow from initiation to completion</p> <p>8.10 Produce single- and multi-color graphic works using industry standard software</p> <p>8.2 Analyze the applications of vector-based and raster images</p> <p>8.3 Create vector illustrations using industry standard software</p>
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Thursday	Notes:	<p><b>Objective: Classify between different Logo Types</b></p> <p>Lesson Overview: Explain what a... pictograph or pictogram</p> <p>letter mark wordmark logo (unique way) pictorial abstract icon combination mark logo system symbol</p>	<p><b>Academic Standards:</b></p> <p>.1 Identify elements of design (e.g., line, shape, form, texture, pattern, color, value, space, and size) 8.3 Create vector illustrations using industry standard software</p>
Friday	Notes:	<p><b>Objective: Define Trademarks-Service Marks, Copyright etc.</b></p> <p>Lesson Overview: Explain what a logo is (sometimes used as everything)</p> <p>Letter mark Wordmark (logo) if written in a unique way Symbols- Pictural (create a recognizable shape) Abstract Logo-Combination Mark Logo System (same basic design used in many ways like google or Mtv) Trademark Service Mark- Used to identity a service industry (trademark without a product) patent royalty free fair use creative commons</p> <p>Trademark- protect marks brands or logos Copyright Patent</p> <p>Explain how logos need to be simple, easily reproduced, easily made into one or multiple colors, easy to remember.</p> <p>show them the big list of all the different logos and have them decide which is which. Then have them take the smaller list and recreate them.</p>	<p><b>Academic Standards:</b></p> <p>.3 Define the establishment of a copyright 2.6 Explain the establishment of a trade name and trademark 8.5 Create vector illustrations using layers, shape, line, and typograph</p>