

Graphic Communications Integrated Lesson Plan

Course: Graphic Communications (Option B: Graphic Design)
 Yearbook (Option B: Graphic Design)
 Journalism

Topic: Design Principles

Grade Level: 9-12

Arizona State Standards:

Graphic Communications (Option B: Graphic Design CIP# 10.0300)

- 3.0 Demonstrate employability skills required for the Graphic Communications industry
- 4.0 Practice effective communication skills for the Graphic Communications workplace
- 6.0 Explore problem solving and decision making processes to Graphic Communications situations
- 7.0 Demonstrate technological literacy for the Graphic Communications industry
- 13.0 Demonstrate drawing and visualization skills required for Graphic Communications
- 21.0 Demonstrate oral communication skills applicable to the Graphic Communications field
- 22.0 Demonstrate written communication skills applicable to the Graphic Communications field

Lesson Objectives:

1. Review basic formal elements of design: line, shape, color, value, texture, and format.
2. Review basic principles of design: balance, emphasis, rhythm, and unity, and their impact upon each compositional decision. Emphasize interdependence of principles.
3. Explain manipulating graphic space – positive / negative space, and illusion.
4. Emphasize need for ensuring all principles are in use for each solution.
5. Use formal elements and design principles in all applications as basic design-thinking.

Requirements:

1. Design Principles Power Point
2. Hand outs:
 - a. Design Principles Definitions worksheet exercise
 - b. Resource List
 - i. Blank Canvas Designs
<http://www.blankcanvasdesigns.co.uk/logo.html>
 - ii. Ecliptic Illustration and Multimedia
<http://www.ecliptic.ch/Ecliptic/ExampleLogo.html>
 - iii. Ashville Creative Services Group
<http://www.ashevillecreative.com/logos.htm>
 - iv. Newseum.org
<http://www.newseum.org/>
3. Computer Lab or Laptops for Internet access

Objectives	Check for Understanding	Unit Assessment
<ol style="list-style-type: none"> 1. Review basic formal elements of design: line, shape, color, value, texture, and format. 2. Review basic principles of design: balance, emphasis, rhythm, and unity, and their impact upon each compositional 	Students will be asked to: <ol style="list-style-type: none"> 1. Discuss the difference between “good” and “bad” design 2. Complete the Design Principles Definitions worksheet exercise 3. Discuss the Design Principles 	Students will: <ol style="list-style-type: none"> 1. Locate a logo (Graphic Communications I), a layout (Journalism), or a graphic (Yearbook) from one of the web sites listed on the resource list.

<p>decision. Emphasize interdependence of principles.</p> <p>3. Explain manipulating graphic space – positive / negative space, and illusion.</p> <p>4. Emphasize need for ensuring all principles are in use for each solution.</p> <p>5. Use formal elements and design principles in all applications as basic design-thinking.</p>		<p>2. Analyze their choice based on the Design Principles discussed in class and the Design Principles worksheet.</p> <p>3. Develop a presentation discussing the findings of their analysis to the class.</p>
Personalized Learning		
Interest	Learning Styles	Readiness
<p>How the design principles play a part in how the students perceive graphic communications content & sharing examples of “good” and “bad” designs that they have personally seen.</p>	<p>Visual, Auditory, Whole group learning, Individual, Talk aloud modeling</p>	<p>This is the introductory lesson for each class and serves as the foundation for the rest of the year.</p>
Learning Structures/Strategies		
<p>Set for Interest Bellwork question at the beginning of class: Describe the difference between “good” and “bad” design.</p> <p>Teaching the Objective Discussion of bellwork question Describe how to analyze graphic design and journalism content using the design principles Reading the <i>Design Principles Definitions</i> worksheet questions <i>Design Principles</i> PowerPoint with interactive discussion</p> <p>Check for Understanding Discuss the difference between “good” and “bad” design Review responses to questions on the <i>Design Principles Definitions</i> worksheet Discuss the design principles shown in the PowerPoint presentation</p> <p>Acquiring New Knowledge Components of design principles Use of words in graphic design and journalism</p> <p>Closure Review the design principles. Review methods to analyze the use of design principles in graphic design and journalism.</p>		