| Name: <br> David Petersen |  |  | Grading Quarter: $3$ | Week Beginning: 2/26 |  |
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| School Year: 2023-24 |  |  | Subject: Graphic Design 2 |  |  |
| $\begin{aligned} & 3 \\ & \frac{1}{2} \\ & \frac{0}{2} \\ & \stackrel{2}{2} \end{aligned}$ | Notes: | Objective: Utilize the Process of Graphic Design Lesson Overview: <br> 1 Target Audience <br> 2 define goals <br> 3 define medium <br> 4 choose topic <br> 5 find right information <br> 6 process your data <br> 7 find your story <br> 8 analyze trends <br> 9 how to write copy <br> one big idea <br> craft airtight argument <br> tone to persuade inform or entertain |  |  | Academic <br> Standards: <br> 8.10 Produce single- and multicolor graphic works using industry standard software 8.11 Create singleand multi-page graphic works utilizing margins, columns, grids, and bleeds |
| $\begin{aligned} & \overrightarrow{-1} \\ & \stackrel{1}{N} \\ & \stackrel{\sim}{2} \\ & \underset{\sim}{2} \end{aligned}$ | Notes: | Objective: Lesson Overvi Go over the v <br> Alignment <br> Organizing el <br> Balance <br> *Relationship <br> Contrast <br> *Differentiatio between colo <br> Emphasis <br> *Amount of im <br> Hierarchy <br> *The visual ar utilizing contr $\qquad$ <br> *Flow that lea Unity <br> *Ability of var | ts of Effective Graphic <br> ive to a line or margin isual weight within a com within a composition (siz ure, etc. <br> n to visual elements <br> of design elements in a w olor and placement <br> eye from one element to elements to form a cohes | Infographic <br> the differences <br> es importance by <br> a composition | Academic <br> Standards: <br> 3.2 Apply <br> formatting, editing, and proofreading skills to all forms of writing <br> 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) $\qquad$ Produce single- and multicolor graphic works using industry standard software 8.11 Create singleand 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: <br> basics of color <br> color theory and making designs work <br> (use with infographics) <br> 4 Square- <br> Analogous <br> Complimentary <br> Monochromatic <br> Triadic <br> INFOGRAPHIC- All About Color | Academic <br> Standards: <br> . 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) |
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| $\begin{aligned} & \text { 국 } \\ & \stackrel{1}{N} \\ & \stackrel{0}{2} \\ & \stackrel{2}{2} \end{aligned}$ | Notes: | Objective: Understanding Color Theory as it applies to Graphic Design- Day 2 <br> Lesson Overview: <br> Review Vocabulary <br> 1 Hue. (show them another name for color) <br> 2 tints. Show a picture with white added <br> 3 shades Show a picture with black added <br> 4 value Show how light or dark something is <br> 5 saturations. Show how saturated a color is <br> 6 complimentary Show a picture that is compliments of each other | Academic <br> Standards: <br> . 6 Identify additive colors (RGB - red, green, and blue) and subtractive colors (CMYK cyan, magenta, yellow, and black/key) <br> 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 |


| $\frac{\grave{\mathrm{O}}}{\frac{2}{2}}$ | Notes: | Objective: Utilize the Re colorization Artwork Tool for variations in color themes <br> Lesson Overview: <br> Make a squiggly pattern to show how to use the recolor talk about hue saturation and color combinations etc. <br> Review color terminology | Academic <br> Standards: <br> 7.17 Explore paper options for a job, including analyzing parent sizes, environmental concerns, grades and classes, and reading a paper swatch <br> 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 |
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