

Name: David Petersen		Grading Quarter: 2	Week Beginning: 10/14
School Year: 2024		Subject: Graphic Design 2	
Monday	Notes:	<p>Objective: <b>Practice coming up with a Company Name</b></p> <p>Lesson Overview:</p> <p>Go through each of those in the video</p> <ol style="list-style-type: none"> <li>1 Eponymous- named after founder</li> <li>2 Descriptive- tells what you do such as the Home Depot (bannerman Graphics) (international minute press)</li> <li>3 Acronymic- such as BR (lettermarks)</li> <li>4. Suggestive- Real (Amazon), Composite (Ray Ban), Inventive</li> <li>5. Associative- Amazon being the largest river in the world</li> <li>6. Non-English- Hulu (vessel of good fortune) (ormiga industries)</li> <li>7. Abstract- Completely made up</li> </ol>	<p>Academic Standards:</p> <p>2.6 Explain the establishment of a trade name and trademark</p> <p>7.1 Generate project ideas using stakeholder communication, research, brainstorming, thumbnails, roughs, mock-ups, and wireframes</p>
Tuesday	Notes:	<p>Objective: <b>Sketch my Company Logos-Gestalt</b></p> <p>Lesson Overview: Go over the list of Gestalt principals (go through these as a class so they have a better understanding)</p> <p>the whole is greater than the sum of its parts</p> <p>closure figure ground proximity similarity continuation isomorphic correspondence</p> <p>Take a few minutes to look up "gestalt Design Theory" and see what you can find that would pertain to graphic design. Write down a few things that are of interest to you</p>	<p>Academic Standards:</p> <p>8.3 Create vector illustrations using industry standard software</p>

Wednesday	Notes:	<p><b>Objective: Utilize Gestalt Principles of Design (Finish Logo Redo)</b></p> <p>Lesson Overview:</p> <p>Hand out the 6 PART Gestalt Design</p> <p>Similarity- Designs that are made up of other things but show similar characteristics throughout</p> <p>Figure Ground- 2 pics together to make one</p> <p>Equilibrium and Continuation- put these together so there is balance and eye flow in the design</p> <p>Isomorphic Correspondence- a logo that symbolizes our area that people here would recognize</p> <p>Closure- don't show me everything in the logo</p> <p>Proximity- Make something that is made up of other things</p> <p>Emphasize simple design and easy follow websites and design that makes sense make it more effective</p> <p>Have the students present their Gestalt theory Posters and see how they apply graphic design....</p> <p>Go over page 9 (narrow down the Gestalt Theories so that they are usable in Graphic Design.)</p> <p>Figure/Ground- contrast (we see things not only from what is there, but what is not (the white space) Have a good contrast, but watch out for what it may look like or be perceived as something different from a different angle</p> <p>Equilibrium- Natural Shapes (we want things to be balanced and take on natural shapes, things that are not balanced and not seen as comfortable to the eye or may bring about bad feelings</p> <p>Isomorphic Correspondence- background (people have to relate or they won't get it.... it's got to hit your target audience. use the symbol of a church as it is easily recognized as we can relate to it</p> <p>Closure- We tend to close things with our eyes such as opened plyers (Opened plyers or an open mouth may not be comfortable and we want things that are opened closed think of a logo that has a circle or something incomplete</p> <p>Proximity- Our attention is draw to things that are in groups (things will look like they belong together if they are together</p> <p>Similarity- Our attention is drawn to things that appear in the same size (we group things in our minds that have similar attributes (think of icons on a desktop- they look like they belong together, because they are the same size or color or shape)</p> <p>- Objects that move together appear together</p> <p>Watch Improving Craigslist Usability (talk about how things are being changed visually to fit individual people)</p>	Academic Standards:
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Thursday	Notes:	<p>Objective: <b>Create Gestalt Figure Ground-What makes a great logo (5 things)</b></p> <p>Lesson Overview: Review the different types of marks (berryman) and draw some pictures to illustrate each, talk about how it costs a lot of money for marks and recognizability to make them effective. (Make Figure/Ground, Equilibrium, Isomorphic, Closure Pictures)</p> <p>1- simplify (needs to work with the old and young)  2- Memorable (people won't forget it- test with someone looking at it and see if they can sketch it out 1 hour, 1 day or 1 week later)  3-timeless (20 years from now, look at others and how long their logos have lasted that are similar to your company)  4-versatile- everything to place it on that they want -large and small such as napkin or billboard, also can it be just single color?  5- appropriate- your desing is appropriate to the company- look at others...needs to fit</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>
Friday	Notes:	<p>Objective:</p> <p>Lesson Overview:</p>	<p>Academic Standards:</p>