

Name: David Petersen		Grading Quarter: 3	Week Beginning: 1/15
School Year: 2023-24		Subject: Graphic Design 2	
Monday	Notes:	<p>Objective Understand the Role of a Graphic Designer</p> <p>Lesson Overview: SHOW HOW TO PUT TOGETHER SKETCHBOOKS Review Point Sheets and Bell work</p> <p>Watch Graphic Designer in Film</p> <p>Role of a Graphic Designer --give order to information -form to ideas -assist sale of goods and services -give expression and feelings to things that document the human experience</p> <p>Jobs -web logo brand identity- advertising animator creative art director photo editor layout artist illustrator multimedia interface designer package designer sign printers UX advertiser Instruction manuals movies, props book illustrator Virtual reality designer Music Cover designer</p>	<p>Academic Standards:</p> <p>1 Identify occupations that are related to graphic design. 1.1 Investigate the history and evolution of the Communication Media Technologies industry (i.e., technology, processes, production, etc.) 2 Discuss the typical roles and responsibilities of graphic designers. 4.4 Describe graphic design's influence on society 4.5 Examine the role and cultural significance of graphic designers 4.6 Describe past and present graphic design styles and trends 4.7 Describe how diversity (i.e., cultural, ethnic, generational, etc.) influences design decisions</p>

Tuesday	Notes:	<p><b>Objective: Critic Graphic Design Timelines</b></p> <p><b>Lesson Overview:</b></p> <p>Go over what would make the timelines better. Make a list...</p> <p>Colors- combinations, draws attention, contrast</p> <p>Organization- Easy to understand</p> <p>Movement- Eye flow, direction, attention</p> <p>repetition- fonts, size colors</p> <p>clear indication of time periods</p> <p>Type, size style hierarchy</p> <p>Pictures- Appropriate</p> <p>titles</p> <p>hierarchy- more information underneath</p> <p>consistency</p> <p>talk about having to be more critical of your work and of others in a good way since this is about them (audience)</p> <p>look at examples. of thos that turned them in and also from the internet</p>	<p><b>Academic Standards:</b></p>
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Wednesday	Notes:	<p>Objective: Understand The <b>History of Graphic Design- Technology Impact</b></p> <p>Lesson Overview: Inform that Graphics is everywhere, and it may be hard to describe to others  Talk about how they need to be witty or creative when it comes to their posters so that theirs sticks out, you are in competition with others and  Talk about Courts progress on making posters neat and interesting (remind that it is something that you are not born with- It comes with trying and practice)  Go over the video</p> <p>Talk about the history of design and how technology has impacted it and you.</p> <p>Graphic design is the process of visual communication and problem-solving using one or more of typography, photography and illustration. The field is considered a subset of visual communication and communication design, but sometimes the term "Graphic design" is used synonymously. Graphic designers create and combine symbols, images and text to form visual representations of ideas and messages.</p>	<p>Academic Standards:</p> <p>1.1 Investigate the history and evolution of the Communication Media Technologies industry (i.e., technology, processes, production, etc.)</p> <p>1.10 Identify professions that comprise the Communication Media Technologies industry (i.e., animation, broadcasting, filmmaking, graphic design, illustration, music and audio productions, photography, printing, publishing, etc.)</p> <p>1.2 Examine the impact of social media and emerging technologies on the Communication Media Technologies industry</p> <p>1.3 Research the societal and economic impact of the Communication Media Technologies industry</p> <p>1.4 Examine the impact of the Communication Media Technologies Industry on marketing practices</p> <p>1.5 Explain how diversity and inclusion are managed in the workplace to create a supportive culture</p> <p>1.6 Define cultural diversity and the need for awareness and sensitivity in the workplace</p> <p>1.7 Explain the acceptance of multiculturalism in the workplace (i.e., treating impartially</p>
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Thursday	Notes:	<p>Objective: Understand Modern Design Trends</p> <p>Lesson Overview: Go over design trends and how things have changed with the internet and access to so many more styles that there is as dominant trends anymore. Get to know your audience more specifically! Talk about trends as you grew up.</p>	Academic Standards:
Friday	Notes:	<p>Objective: Understand <b>Occupations and Roles- graphic, environmental and product design</b></p> <p>Lesson Overview: Film and Video Editor Graphic Designer Marketing Manager Multimedia Artist/Animator Technical Writer Web Designer Graphic designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. They develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports</p>	<p>Academic Standards:</p> <p>64 Describe types of graphics: raster (bitmap), vector, line art.</p> <p>7.8 Demonstrate an understanding of the differences between vector and raster images</p> <p>75 Examine, using a magnifying glass, the differences between printed raster and vector graphics.</p> <p>8.1 Define the kinds of industry standard software and what they should be used for: photo manipulation, drawing, and page layout</p>