

## **TECHNOLOGY-12/13**

### **SELECTIVE UNIT 6 (S06)**

(Graphic Design)  
(July 2017)

**Unit Statement:** The student will be introduced to graphic design as it relates to print and online media. Through analysis and guided practice, the student will be introduced to and practice the fundamentals of design as expressed through a variety of projects.

The student will develop a variety of projects, including at least three of the following seven elements: (1) a magazine advertisement (2) a billboard (3) a greeting card (4) a brochure or pamphlet (5) an announcement (6) a web advertisement (7) a book or magazine cover (8) yearbook.

**Essential Outcomes:** (must be assessed for mastery)

1. **The Student Will** analyze a number of advertisements for use of color and contrast, use of white space, use of text, and general composition.
2. **TSW** create original artwork using an image program to be used as a focal point or background for one of the projects.
3. **TSW** manipulate an existing image for placement, color and file size on one of the projects.
4. **TSW** build a project with at least three fonts (converted to outlines) and have other students evaluate which is most effective according to the criteria of meaning and visual impact.
5. **TSW** adjust for printing, including using bleeds, adjusting for paper size, using CMYK (Cyan, Magenta, Yellow, Black) or pantones instead of RGB (Red, Green, Blue).
6. **TSW** retain the look but change the color scheme of an entire project.

**Suggested Materials:**

Adobe Photoshop and Illustrator  
Free, less-powerful alternatives:  
Gimp (Image manipulation)

Adobe Help menus and forums

Destiny Webpath Express (found on QSI schools Library site) use this search engine to find age-appropriate websites that align with this unit.

**Suggested activities and assessments (select three of the following seven):**

1. Create a magazine advertisement
2. Create a billboard
3. Create a greeting card
4. Create a brochure or pamphlet
5. Create an announcement
6. Create a web advertisement
7. Create a book or magazine cover.

*ASSESSMENT RUBRICS FOUND ON FOLLOWING PAGES.....*

## Assessment Rubric – S06 – Graphic Design

Student Name: \_\_\_\_\_ Date: \_\_\_\_\_

To receive a 'B' the student must show 'B' level mastery on ALL Essential Outcomes. (TSW's)

To receive an 'A', the student must show 'A' level mastery on ALL available and 'B' level mastery on all remaining TSW's.

| TSW                                                                                                                                                                                              | 'A' Level Mastery                                                                                                     | 'B' Level Mastery                                                                                                                                                                  | 'P' Comments |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| 1. <b>The Student Will</b> analyze a number of advertisements for use of color and contrast, use of white space, use of text, and general composition.                                           |                                                                                                                       | Analyze a number of advertisements for use of color and contrast, use of white space, use of text, and general composition.                                                        |              |
| 2. <b>TSW</b> create original artwork using an image program to be used as a focal point or background for one of the projects.                                                                  | Create original artwork that is visually appealing as the central theme for the project.                              | Create original artwork using an image program to be used as a focal point or background for one of the projects.                                                                  |              |
| 3. <b>TSW</b> manipulate an existing image for placement, color and file size on one of the projects.                                                                                            |                                                                                                                       | Manipulate an existing image for placement, color and file size on one of the projects.                                                                                            |              |
| 4. <b>TSW</b> build a project with at least three fonts (converted to outlines) and have other students evaluate which is most effective according to the criteria of meaning and visual impact. |                                                                                                                       | Build a project with at least three fonts (converted to outlines) and have other students evaluate which is most effective according to the criteria of meaning and visual impact. |              |
| 5. <b>TSW</b> adjust for printing, including using bleeds, adjusting for paper size, using CMYK (Cyan, Magenta, Yellow, Black) or pantones instead of RGB (Red, Green, Blue).                    |                                                                                                                       | Adjust for printing, including using bleeds, adjusting for paper size, using CMYK (Cyan, Magenta, Yellow, Black) or pantones instead of RGB (Red, Green, Blue).                    |              |
| 6. <b>TSW</b> retain the look but change the color scheme of an entire project.                                                                                                                  | Enhance the color scheme to look more aesthetically pleasing to the eye and set the appropriate mood for the project. | Retain the look but change the color scheme of an entire project.                                                                                                                  |              |

| <b>QSI Technology Curriculum</b> |                                                                                                                                                           |                                                                                                                                              |
|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Selective Unit S06</b>        |                                                                                                                                                           |                                                                                                                                              |
| <b>Graphic Design</b>            |                                                                                                                                                           |                                                                                                                                              |
| <b>Assessment Rubric</b>         |                                                                                                                                                           |                                                                                                                                              |
| <b>Rubric Item</b>               | <b>'A' level mastery</b>                                                                                                                                  | <b>'B' level mastery</b>                                                                                                                     |
| Setup                            | Not 'A' level                                                                                                                                             | Sets up project with guides, bleeds and resolution appropriate to the project. Uses CMYK for printing and the Pantone system as appropriate. |
| Color Harmony                    | Uses colors that are aesthetic and helped by brightness, contrast of lights and darks and hues that fit the sense of the publication.                     | Uses colors together that are aesthetically pleasing. Can use consistent colors and color families across the project.                       |
| Spatial Relationships            | Demonstrates understanding of size of objects as well as depth of field. Uses these in conjunction with saturation and / or blurriness to direct the eye. | Layout directs the eye and uses both large and small objects in harmony to give a sense of how the viewer should prioritize a viewing.       |
| Clarity                          | Uses text in proper size and colors along with brightness and imagery to deliver an atmosphere and communicate meaning through the atmosphere.            | Purpose is clearly visible from the text and images so the viewer receives a sense of audience and purpose.                                  |