| ORGANIZING THEME/TOPIC | FOCUS STANDARDS & SKILLS |
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| **UNIT 1: Design Basics**<br>Reviewing and building on design concepts and relating them to graphic design.<br><br>**Suggested projects:**<br>1. Use magazine ads to describe design decisions<br>2. Use art elements to visually define a list of adjectives.<br>3. Idea proliferation using shape.<br><br>**Time Frame**: 1-2 weeks | **STANDARDS**<br>• Anchor Standard #1. Generate and conceptualize artistic ideas and work.<br>• Anchor Standard #2. Organize and develop artistic ideas and work.<br>• Anchor Standard #5. Develop and refine artistic work for presentation.<br>**SKILLS**<br>• Use the elements and principles effectively<br>• Students use the grid to initiate graphic design solutions.<br>• Introduce basic elements of graphic design: layout, typography, scale |
| **UNIT 2: The Creative Process**<br>Students learn how an idea evolves into a finished proje**ct.**<br><br>**Suggested projects:**<br>1. personal logos<br>2. magazine cover<br>3. business card<br><br>**Time Frame**: 3-5 weeks | **STANDARDS**<br>• Anchor Standard #1. Generate and conceptualize artistic ideas and work.<br>• Anchor Standard #2. Organize and develop artistic ideas and work.<br>• Anchor Standard #3. Refine and complete artistic work.<br>• Anchor Standard #6. Convey meaning through the presentation of artistic work.<br>• Anchor Standard #10. Synthesize and relate knowledge and personal experiences to make art.<br>**SKILLS**<br><br>• Research, Brainstorming, Roughs, Comps, Final Draft<br>• Collaboration, Feedback, Critique<br><br>• differentiate between Photoshop, Illustrator, InDesign |

| | ● final layout in InDesign |
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| **UNIT 3: Intro To Adobe Cs**<br>Students learn basics of how to use the programs to create graphic design projects.<br><br><br>**Suggested projects:**<br>1. introduction to Illustrator (emulate/create poster)<br>2. introduction to Photoshop (emulate/create promotional ad)<br>3. introduction to InDesign (emulate/create fliers, banners)<br><br>**Time Frame**: 4-6 weeks | **STANDARDS**<br>● Anchor Standard #7. Perceive and analyze artistic work.<br>● Anchor Standard #8. Interpret intent and meaning in artistic work.<br>**SKILLS**<br>● differentiate between Photoshop, Illustrator, InDesign<br>● differentiate between file types and uses<br>● learn basic tools and functions of each program<br>● know when/why to use each program |
| **UNIT 4: History Of Graphic Design**<br>Using skills gained from previous units, students will incorporate knowledge of various graphic designers and historical design eras to create a final product.<br><br>**Suggested projects:**<br>1. design era posters<br>2. history of graphic design infographics<br><br>**Time Frame**: 3-4 weeks | **STANDARDS**<br>● Anchor Standard #4. Analyze, interpret, and select artistic work for presentation.<br>● Anchor Standard #9. Apply criteria to evaluate artistic work.<br>● Anchor Standard #11. Relate artistic ideas and works with societal, cultural and historical context to deepen understanding.<br><br>**SKILLS**<br>● utilize technical skills/programs to create a final product<br>● incorporate key characteristics of chosen person/era<br>● communicate how the product demonstrates chosen person/era |