

**Marlboro High School**

**Course:** Graphic Design & Photography 1

**Teacher:** Sarah Leonard

**Grade Level:** 9-12

**Lesson Title:** The Design Elements

**Unit 2:** Introduction to Graphic Design

**NJSLS (New Jersey Student Learning Standards):**

**Career & Technical Education, 9.3.12.AR.PRT.2**

**Standard:** ARTS, A/V TECHNOLOGY & COMMUNICATIONS CAREER CLUSTER

**Strand:** PRINTING TECHNOLOGY (AR-PRT)

**Demonstrate the production of various print, multimedia or digital media products.**

**Career & Technical Education, 9.3.12.AR.VIS.2**

**Standard:** ARTS, A/V TECHNOLOGY & COMMUNICATIONS CAREER CLUSTER

**Strand:** VISUAL ARTS (AR-VIS)

**Analyze how the application of visual arts elements and principles of design communicate and express ideas.**

**Career & Technical Education, 9.3.12.AR.VIS.3**

**Standard:** ARTS, A/V TECHNOLOGY & COMMUNICATIONS CAREER CLUSTER

**Strand:** VISUAL ARTS (AR-VIS)

**Analyze and create two and three-dimensional visual art forms using various media.**

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**Objectives:**

**Students will be able to:**

- Create a working definition for the following key terms: communication and graphic design.
- Practice the ability to communicate through hand-drawn graphic illustrations
- List the elements of "effective" graphic design
- Design and create a name tag using the elements of art and design.

## **Strategies/Activities:**

**Do Now:** What is Graphic Design?

**Discussion Questions:** What is the difference between Fine Art vs. Graphic Design? What is different? What is the same?

Let's develop definitions of "communication", "graphic communication" and "graphic design"

Communication = "to share" or convey information through the exchange of thoughts, messages, information. Graphic communication is visual communication through drawings, illustrations, symbols, photography, typography.

How do people communicate with other people? How do you communicate with your friends? Your family? Your teachers? How do you receive communication?

**Slideshow Presentation and videos:** Fundamentals of Graphic Design and the Elements of Art & Graphic Design (Line, Shape, Form, Space, Texture, Value, Color, Type)

Optional Video: <https://youtu.be/uVrh3frrC38>

**Design Activity:** Name Tag

Students will create a name tag to hang on the wall above their computer seat in the classroom. Students will use 4 or more elements of art in their design.

Discussion: Was it difficult? Which of the drawings stand out the most? Why? What role does color play in the drawings? Why is it so important for graphic designs to be "eye-catching"?

What makes an "effective" graphic design? Attracts the attention of the reader, easy to understand, leaves a lasting impression.

**Review:** Graphic Design persuades, informs, conveys a message, is economically essential

Have students use masking tape to hang completed name tags above the computer where they sit.

**Assessment of Standards-Aligned Daily Objectives/Target:**

Participation in do now, discussion questions, and activity.

Followed directions.

Completion of work.

**Modifications:**

Students with a 504/IEP will be given modifications as needed: Extra time for task completion/tests/quizzes, Provide study guides/notes, Provide timelines for work completion,

Read directions out loud, Provide a modified computer, Preferential seating, Modify off-task behavior as needed.