

Wallenpaupack Area School District

COURSE: AD Design II

GRADE LEVEL: Grades 11 and 12

LENGTH OF COURSE:

TEXT:

PUBLISHER:

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COURSE DESCRIPTION:

Adobe GoLive and Adobe Live Motion (used for the creative side of web design) are two of the exciting new programs ad design students will work with at this level. Mastery of Adobe Illustrator and Photoshop are also expected. Advanced design projects such as poster, program covers, and programs that are published and can be used for portfolio inclusion will be emphasized.

AREAS OF STUDY:

Topography
Adobe Illustrator/Typestyler
Computer 1a, 1b
Web Design

CURRICULUM WRITING TEAM:

Marti Duffy

DATE OF REVISION:

2002

Wallenpaupack Area School District

Course: AD Design II

Grade Level: Grade 11 & 12

Unit: Warm-up-Apple a Day

PA Standards: 9.1.12.A
9.1.12.B
9.1.12.D
9.1.12.E
9.1.12.F
9.1.12.H
9.2.12.A
9.2.12.C
9.2.12.D
9.2.12.E
9.2.12.F
9.2.12.I
9.2.12.K
9.2.12.L
9.3.12.A
9.3.12.B
9.4.12.A
9.4.12.B
9.4.12.C

Topics:	Skills:
Stir the creative juices Create an apple a day for 30 days Choose two artists/styles create one apple in each of their styles	Creative problem Stretch imagination Develop ideas
Activities:	Performance Assessments:
Design a new apple or way to use an apple Write why you did the apple you did Not class work Due in 30 days Any media	Student/student/presentation Student/student discussion Student/teacher presentation Student/teacher discussion

Wallenpaupack Area School District

Course: AD Design II

Grade Level: Grade 11 & 12

Unit: Warn-up

PA Standards: 9.1.12.A
9.1.12.B
9.1.12.C
9.1.12.D
9.1.12.E
9.1.12.H
9.2.12
9.3.12.A
9.3.12.B
9.4.12.A

Topics:	Skills:
Note book problem Bar code problem	Problem solving/creative dilemmas Fast answers Simplicity Stretch imagination
Activities:	Performance Assessments:
Choose one to complete includes thumbnails & _____ 6x6 on 9x12 Black & white Rapidograph	Student/student/presentation Student/student discussion Student/teacher presentation Student/teacher discussion

Wallenpaupack Area School District

Course: AD Design II

Grade Level: Grade 11 & 12

Unit: Journals

- PA Standards:**
- 9.1.12.A
 - 9.1.12.B
 - 9.1.12.C
 - 9.1.12.D
 - 9.1.12.E
 - 9.1.12.H
 - 9.1.12.J
 - 9.1.12.K
 - 9.2.12.A
 - 9.2.12.C
 - 9.2.12.D
 - 9.2.12.E
 - 9.2.12.J
 - 9.2.12.K
 - 9.2.12.L
 - 9.3.12.A
 - 9.3.12.B
 - 9.3.12.D
 - 9.4.12.A
 - 9.4.12.B
 - 9.4.12.C
 - 9.4.12.D

Topics:	Skills:
Daily journals Weekly journals Monthly journals	Become more observant Learn from mistakes – yours and others Practice skills – good design Write and think about what you do
Activities:	Performance Assessments:
Daily – thumbnails ideas Weekly – find a good/great ad write about it Weekly – BAD ad – how to make it better Monthly goals – what was good and how to make it better Monthly – how could work be used in the real world Monthly – rework one bad ad	Student/student/presentation Student/student discussion Student/teacher presentation Student/teacher discussion

Wallenpaupack Area School District

Course: AD Design II

Grade Level: Grade 11 & 12

Unit: Warm-up Computer I

PA Standards: 9.1.12.A
9.1.12.B
9.1.12.C
9.1.12.D
9.1.12.E
9.1.12.H
9.1.12.J
9.2.12
9.3.12.A
9.4.12

Topics:	Skills:
Tutorials Adobe typestyler, illustrator, photoshop Review	Understand and use Adobe illustrator and Adobe photoshop
Activities:	Performance Assessments:
Work through tutorials as a review Skip parts you understand Work with a partner	Print out final pieces that you need to do Review and discuss groups _____ Share any new insights

Wallenpaupack Area School District

Course: AD Design II

Grade Level: Grade 11 & 12

Unit: Topography I
 Adobe
 Illustrator/Typestyler
 Computer/Ia

PA Standards: 9.1.12.A
 9.1.12.B
 9.1.12.C
 9.1.12.D
 9.1.12.E
 9.1.12.F
 9.1.12.H
 9.1.12.J
 9.1.12.K
 9.2.12.A
 9.2.12.B
 9.2.12.C
 9.2.12.D
 9.2.12.E
 9.2.12.H
 9.2.12.I
 9.2.12.J
 9.2.12.K
 9.2.12.L
 9.3.12.A
 9.3.12.B
 9.4.12.A
 9.4.12.B
 9.4.12.C

Topics:	Skills:
CD cover – tpestyler Music title Your favorite group	Computer use – typography Good design Positive and negative space Balance Composition Demographics
Activities:	Performance Assessments:
Look at previous work What the covers of music have been in the past including vinyls Thumbnails Computer generated designs	Student/student/presentation Student/student discussion Student/teacher presentation Student/teacher discussion Journal

Wallenpaupack Area School District

Course: AD Design II

Grade Level: Grade 11 & 12

Unit: Topography II
Computer Ib

PA Standards: 9.1.12.A
9.1.12.B
9.1.12.C
9.1.12.D
9.1.12.E
9.1.12.G
9.1.12.H
9.1.12.j
9.1.12.K
9.2.12.A
9.2.12.B
9.2.12.C
9.2.12.D
9.2.12.F
9.2.12.G
9.2.12.K
9.3.12.A
9.3.12.B
9.3.12.C
9.3.12.D
9.4.12.B
9.4.12.C

Topics:	Skills:
Magazine ad Black & white Full page	Simplicity/minimalism Scanning Manipulation/computer Demographics
Activities:	Performance Assessments:
Choose produce – movie, product, concert, sporting event Scan picture Create type Create page (Adobe illustrator or pagemaker)	Student/student/presentation Student/student discussion Student/teacher presentation Student/teacher discussion

Wallenpaupack Area School District

Course: AD Design II

Grade Level: Grade 11 & 12

Unit: Computer II

PA Standards: 9.1.12.B
9.1.12.C
9.1.12.G
9.1.12.H
9.2.12
9.3.12.A
9.4.12

Topics: Adobe Learn go live Live motion Dot tutorials Also available classroom in a book	Skills: Learn basics of web design
Activities: Work through tutorials Compare notes with partner	Performance Assessments: Student/student discussion Student/teacher discussion Printout final pieces

Wallenpaupack Area School District

Course: AD Design II

Grade Level: Grade 11 & 12

Unit: Computers/Web II
Design II

PA Standards: 9.1.12.A
9.1.12.B
9.1.12.C
9.1.12.D
9.1.12.E
9.1.12.F
9.1.12.H
9.1.12.J
9.1.12.K
9.2.12.A
9.2.12.D
9.2.12.K
9.2.12.L
9.3.12.A
9.3.12.B
9.3.12.C
9.3.12.F
9.4.12.A
9.4.12.B
9.4.12.C

Topics:	Skills:
<ul style="list-style-type: none"> Adobe web design software Go live Live motion Creating web pages 	<ul style="list-style-type: none"> Use Adobe programs, illustrator & web design Go live Live motion
Activities:	Performance Assessments:
<ul style="list-style-type: none"> Look at a variety of web pages – web research Compare and contrast Create list of excellent pages for journal and know why they are good and are they successful and why Create design for your own web page as a graphic designer – logo, color scheme, links 	<ul style="list-style-type: none"> Student/student/presentation Student/student discussion Student/teacher presentation Student/teacher discussion Journal

Wallenpaupack Area School District

Course: AD Design II

Grade Level: Grade 11 & 12

Unit: Computer/Web IV
Design II

PA Standards: 9.1.12.A
9.1.12.B
9.1.12.C
9.1.12.D
9.1.12.E
9.1.12.F
9.1.12.H
9.1.12.J
9.1.12.K
9.2.12
9.3.12.A
9.3.12.B
9.3.12.C
9.3.12.F
9.4.12.A
9.4.12.B
9.4.12.C

Topics:	Skills:
Adobe go live Live motion	Compute/Web design practice Scan in objects Manipulate objects Create movement
Activities:	Performance Assessments:
Discussion of pros & cons of banner ads Create a banner ad for yourself to promote your graphic design business	Student/student/presentation Student/student discussion Student/student performance Student/teacher presentation Student/teacher discussion Student/teacher performance Journal

Wallenpaupack Area School District

Course: AD Design II

Grade Level: Grade 11 & 12

Unit: Topography II

PA Standards: 9.1.12.A
 9.1.12.B
 9.1.12.C
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 9.1.12.H
 9.1.12.J
 9.1.12.K
 9.2.12.D
 9.2.12.L
 9.3.12
 9.4.12

Topics:	Skills:
B & W letter collage for advertising – desk work piece and computer piece Adobe illustrator	Use Adobe illustrator Basic design principles
Activities:	Performance Assessments:
Look at examples used in Advertising Create two piece B & W Add two colors to the computer piece Add one color to the desk piece (this can be done w/overlays)	Student/student/presentation Student/student discussion Student/teacher presentation Student/teacher discussion Journal

Wallenpaupack Area School District

Course: AD Design II

Grade Level: Grade 11 & 12

Unit: Web
Design/Topography III

PA Standards: 9.1.12.A
9.1.12.B
9.1.12.C
9.1.12.D
9.1.12.E
9.1.12.F
9.1.12.H
9.1.12.J
9.1.12.K
9.2.12
9.3.12.A
9.3.12.B
9.3.12.C
9.3.12.F
9.4.12.A
9.4.12.B
9.4.12.C

Topics:	Skills:
Adobe Go line Adobe illustrator Adobe photoshop	Ability to move from one program to another Understanding of good design principles Ability to explain the steps and why
Activities:	Performance Assessments:
Create topo design for Web Ad w/markers Scam into photoshop manipulate Take to illustrator add to the design or _____ as needed Move to Web design to make it part of your web page	Journal entries – justify design Student/student/presentation Student/student discussion Student/teacher presentation Student/teacher discussion Journal

Wallenpaupack Area School District

Course: AD Design II

Grade Level: Grade 11 & 12

Unit: Poster Design
Topography V

PA Standards: 9.1.12.A
9.1.12.B
9.1.12.C
9.1.12.D
9.1.12.E
9.1.12.H
9.1.12.J
9.1.12.K
9.2.12.A
9.2.12.I
9.2.12.L
9.3.12.A
9.3.12.E
9.3.12.G
9.4.12.A
9.4.12.B
9.4.12.C
9.4.12.D

Topics:	Skills:
<p>Topography Line drawing illustration (B&W) Full color illustration</p>	<p>Difference in poster types understand the business of poster design Fit poster to the need Importance of topography</p>
Activities:	Performance Assessments:
<p>Study history of posters – Picasso Warhol, Bauhaus Design What make a good poster Create a poster for a school play – B&W simple line illustration Create a prototype for a movie poster full color computer or desk illustration</p>	<p>Student/student/presentation Student/student discussion Student/teacher presentation Student/teacher discussion Journal</p>

Wallenpaupack Area School District

Course: AD Design II

Grade Level: Grade 11 & 12

Unit: Illustration & Design I
Wrapping Paper Design

PA Standards: 9.1.12.A
9.1.12.B
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9.1.12.D
9.1.12.E
9.1.12.F
9.1.12.G
9.1.12.H
9.1.12.J
9.2.12.A
9.2.12.C
9.2.12.D
9.2.12.E
9.2.12.L
9.3.12.A
9.3.12.B
9.3.12.E
9.3.12.G
9.4.12.C

Topics:	Skills:
Wrapping paper design Three desk Three computer One of each – birthday, holiday all occasion One computer and one desk must be for a child	Basic design principles Repetition Color Balance Composition
Activities:	Performance Assessments:
Draw and scan or computer create or desk create one must be cut paper 6 pieces of paper/examples use any material finished mounted	Student/student/presentation Student/student discussion Student/teacher presentation Student/teacher discussion

Wallenpaupack Area School District

Course: AD Design II

Grade Level: Grade 11 & 12

Unit: Illustration & Design II

PA Standards: 9.1.12.A
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 9.1.12.F
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 9.1.12.H
 9.1.12.I
 9.1.12.K
 9.2.12.A
 9.2.12.I
 9.2.12.L
 9.3.12.A
 9.3.12.D
 9.3.12.E
 9.4.12.A
 9.4.12.D

Topics:	Skills:
Greeting card	Demographics Age Social Geographic Economic
Activities:	Performance Assessments:
Greeting card discuss Examples Samples – holiday, birthday, all occasion, wedding, baby Marker/cut paper Detail simplicity Create	Student/student/presentation Student/student discussion Student/teacher presentation Student/teacher discussion Journal

Wallenpaupack Area School District

Course: AD Design II

Grade Level: Grade 11 & 12

Unit: Topo
Design
Illustration

PA Standards: 9.1.12.A
9.1.12.B
9.1.12.C
9.1.12.D
9.1.12.E
9.1.12.H
9.1.12.I
9.1.12.J
9.1.12.K
9.2.12.D
9.2.12.E
9.2.12.G
9.3.12.A
9.3.12.B
9.3.12.E
9.4.12

Topics:	Skills:
Brochure – adobe pagemaker Pocono School	Use various computer program marketing Design/creativity
Activities:	Performance Assessments:
Create illustration desk or computer Layout brochure basic adobe Pagemaker Ad type	Student/student/presentation Student/student discussion Student/teacher presentation Student/teacher discussion Journal Self examination