

Wallenpaupack Area School District

COURSE: AD Design IIII

GRADE LEVEL: Grades 11 and 12

LENGTH OF COURSE:

TEXT:

PUBLISHER:

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COURSE DESCRIPTION:

Portfolio preparation will be addressed with emphasis on advanced design projects for the web as well as print work. All aspects of the design and graphics fields will be explored. A short research paper will be required which will detail information about the area of design in which the student expects to work. The correct use of the design principles and creativity are the keys to success in this course. All seniors are required to prepare an individual display of their work for a final grade.

AREAS OF STUDY:

Adobe Illustrator
Print Design
Computer Design
Web Design

CURRICULUM WRITING TEAM:

Marti Duffy

DATE OF REVISION:

2002

Wallenpaupack Area School District

Course: AD Design III

Grade Level: Grade 11 & 12

Unit: Warm-up 30 Day
Picture Journal

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

Topics:	Skills:
Daily journal illustration A very creative pictorial of your day or a part of your day	Composition Creativity Illustration techniques
Activities:	Performance Assessments:
Create a board with 30 – 4 X 4 spaces and fill each space with a drawing/illustration which depicts the day or part of the day that was meaningful to you On a separate sheet in journal write why you drew what you drew	Student/student discussion Student/teacher discussion

Wallenpaupack Area School District

Course: AD Design III

Grade Level: Grade 11 & 12

Unit: Warm-up Start Creative Juices

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

Topics:	Skills:
Expand horizons Life or death Black/white shape challenge	Problem solving Creative thinking Shifting parodies
Activities:	Performance Assessments:
Deskwork Create ideas Work fast Choose one idea of each develop into final presentation	Student/student/presentation Student/student discussion Student/teacher presentation Student/teacher discussion

Wallenpaupack Area School District

Course: AD Design III

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.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	Sharpen observation skills Learn by studying others work Look for excellence Learn to simplify/look for the most important facts/ideas Scanner/photo/illustrator
Activities:	Performance Assessments:
Daily – ideas thumbnails work accomplished Weekly – find a good ad for reference – why was it good Weekly – find a bad ad for reference – why was it bad Monthly – scan in bad ad and rework explain Monthly – collect body and body part examples for reference real world	Student/student/presentation Student/student discussion Student/teacher presentation Student/teacher discussion

Wallenpaupack Area School District

Course: AD Design III

Grade Level: Grade 11 & 12

Unit: Computer Warm-up

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

Topics:	Skills:
Review adobe illustrator Review adobe go live Review adobe live motion Review adobe page maker Review adobe tpestyler	Computer proficiency Create basis for fall play – advertising program etc.
Activities:	Performance Assessments:
Work through tutorials – scan use as refresher Create rough ad plan for fall play Thumbnails Roughs Web page design	Student/student/presentation Student/student discussion Student/teacher presentation Student/teacher discussion

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Grade Level: Grade 11 & 12

Unit: Adobe Illustrator

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

Topics:	Skills:
Combine shapes and typography ad for a product/object (i.e., camera, auto, truck 4 wheeler/quad, snowboard)	Use illustrator Ability to simplify shapes Use topography Layering Manipulation of shapes and topography
Activities:	Performance Assessments:
Breakdown object into simple shapes and create in adobe illustrator Object maybe desk drawn and they scanned into illustrator	Student/student/presentation Student/student discussion Student/teacher presentation Student/teacher discussion Journal

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Unit: Adobe live motion,
Adobe go live, Adobe illustrator

PA Standards: 9.1.12.A
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9.1.12.J
9.1.12.K
9.2.12.A
9.2.12.I
9.2.12.J
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:
Wrapping paper/card design Ad campaign for new line Review design principles, repetition, simplicity, balance, color, line, composition Topography Computer	Group work Total packaging of product Visualization of presentation Computer/desk work Writing skills
Activities:	Performance Assessments:
Group project – you all work for an ad firm Each person three designs for cards and three for paper or bags work together to create final presentation Create a booth presentation for a show selling a new line of wrapping paper, cards, bags, etc. Design the booth Create mini version Create a web page for company Keep mini journals of progress	Group discussion Group presentation

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Course: AD Design III

Grade Level: Grade 11 & 12

Unit: Markers

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

Topics:	Skills:
Redo ad Take a B & W ad from a newspaper Create four color full page ads for a magazine	Building marker competence Building computer skills Using design principles and elements
Activities:	Performance Assessments:
Simplify – extract important words/facts Use markers to create a full color comp Scan in ad type Look at great ads, discuss why great Discuss demographics	Student/student discussion Student/student presentation Student/teacher discussion Student/teacher presentation

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Grade Level: Grade 11 & 12

Unit: Computers

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

Topics:	Skills:
Create the ad package for a new sports team Create the ad package for a new sports facility New team – create the image, logo, uniform, grand opening g poster, newspaper ads Topography Computer illustration	Computer programs Illustrator Photoshop Web design Importance of topography Total package – pull all the pieces together
Activities:	Performance Assessments:
Computer and deskwork Choose font Crate design uniforms Thumbnails Keep ideas in journal Find picture of sports facility on internet use a part of your advertising Create power point presentation of your ideas, can be used on web site also	Student/student/presentation Student/student discussion Student/teacher presentation Student/teacher discussion

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Grade Level: Grade 11 & 12

Unit: Ad Campaign

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 9.3.12.B
 9.4.12.A
 9.4.12.B
 9.4.12.C

Topics:	Skills:
Promotion school play, etc., posters, program covers program layouts, ticket design Web page design	Working in a specific time frame/requirement Coordinating all facets of promotion Simplicity/directness Demographics Design/appropriate
Activities:	Performance Assessments:
Group project Create all advertising pieces for the play or school program Design tickets Posts and programs complete package Either desk work or computer design an ad for the school web pages	Campaign successful Play/program well attended Completed timely manner all parts related Student/student discussion Student/student presentation Student/teacher discussion Student/teacher presentation

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Unit: Web Design

PA Standards: 9.1.12.A
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 9.3.12.B
 9.3.12.C
 9.3.12.E
 9.4.12.A
 9.4.12.B

Topics:	Skills:
Creating web pages – personal, school athletics, school production activities Choose two	Technology Use of computer Practice the programs Learn the syntz
Activities:	Performance Assessments:
Create web pages – must have movement, minimum two consecutive Use go live, live motion, illustrator May scan in work Must be original	Student/student/presentation Student/student discussion Student/teacher presentation Student/teacher discussion

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Unit: Final – print design, computer design, web design

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 9.2.12.L
 9.3.12.A
 9.3.12.B
 9.3.12.C
 9.3.12.D
 9.3.12.E
 9.4.12.A
 9.4.12.B
 9.4.12.C
 9.4.12.D

Topics:	Skills:
School district P.R. Create brochure – 2 color mix Create web page School Sport Activities	Culmination of learned skills Piece for portfolio Quality expected Could be part of a senior project
Activities:	Performance Assessments:
Create a brochure/trifold Maximum two color advertise/promote Create a web site for the activity/school Take or collect photo's for project (use a photographer if necessary)	Journal entries – justify design Student/student/presentation Student/student discussion Student/teacher presentation Student/teacher discussion Journal