

Overview of Year

_____10-12__ Grade ___Media I_____ Curriculum

Your curriculum overview may have more than 6 units. Please adjust the template accordingly.

SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE
Unit 1 Designing for Communication	Unit 2 Photoshop Basics		Unit 3 Elements of Graphic Design		Unit 4 Principples Design		Unit 5 Illustrator Basics		

Unit 1	Understanding	Essential Question
Designing for Communication	Students will deduce the skills and knowledge needed to be successful in creating authentic graphic design projects. They will be able to identify general graphic design terms, describe the components of visual communication, identify the steps in the graphic design process and develop an effective creative brief. These skills will be essential as they learn to communicate about design. Each student will write an essay based on an advertisement as well as write a creative brief based on an authentic design project.	How do artists and designers create works of art or design that effectively communicate?
Performance Task: <div style="display: flex; justify-content: space-around; margin-top: 10px;"> > Ad Essay > Creative Brief </div>		
Criteria for Assessment: Rubric, Critique		

Unit 2	Understanding	Essential Question
Photoshop Basics	Students will understand that Photoshop is a pixel-based used to create and edit images. Students will understand the concept of layers and masks. Students will demonstrate their ability to use selections and edit photos. Students will be able to compare and contrast masks, selections and layers. Students will demonstrate their knowledge of Photoshop by creating a layer project based on their identity, a mask project based on a movie poster and a photo correction project based on combining two unique animals	How do artists and designers learn from trial and error?

	into one.	
Performance Task:		
<ul style="list-style-type: none"> > Layer Project > Hybrid Animal Project > Movie Poster with Masks 		
Criteria for Assessment: Rubric, Critique		

Unit 3	Understanding	Essential Question
Elements of Graphic Design	Students will understand the elements of design. They will evaluate the use of colors, typography and images in the work of others. Students will be able to compare and contrast vector and pixel images. Students will be able to demonstrate their understanding of type choice, spacing and different ways to present type. Students will understand basic color theory and the difference between RGB, CMYK and Duotone color modes. Students will demonstrate their knowledge of the elements of design by creating a color combination poster, a pop art poster, a type self-portrait and a legacy project conveying the legacy of a historical figure through imagery.	What is required to produce an artwork that conveys purpose, meaning, and artistic quality?
Performance Task:		
<ul style="list-style-type: none"> > Legacy Project > Color Combination Poster > Type Self Portrait > Pop Art Project 		
Criteria for Assessment: Rubric, Critique		

Unit 4	Understanding	Essential Question
Principles of Graphic Design	Students will understand the principles of design. They will evaluate the use of proximity, alignment, repetition and contrast in the work of others. Students will understand that alignment connects elements, proximity groups related items, contrast adds visual interest and repetition creates unity. Students will be able to explain visual hierarchy, focal point and balanced design. Students will demonstrate their knowledge of the Principles of Design by creating a menu and a Student Newsletter.	How do we relate knowledge and experiences to understanding and making artworks?

Performance Task: <ul style="list-style-type: none"> > Menu Design > Student Newsletter 		
Criteria for Assessment: Rubric, Critique		

Unit 5	Understanding	Essential Question
Illustrator Basics	Students will understand that Illustrator is a vector-based program used to create logos, manipulate type and draw. Students will be able to compare and contrast Illustrator and Photoshop. Students will demonstrate their ability to use selections, grouping, transforming and LiveTrace. Students will understand the concepts of shapes and paths. Students will demonstrate their knowledge of Illustrator by creating a stained glass window using simple shapes, an animal scene based on shapes and freehand illustrations, and a self-portrait with LiveTrace.	What role does persistence play in revising, refining, and developing work?
Performance Task: <ul style="list-style-type: none"> > Animal Scene > Stained Glass Project > LiveTrace Self-Portrait 		
Criteria for Assessment: Rubric, Critique		