Overview of Year

_____10-12__ Grade ___Media II____ 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 Publication Design		Unit 2 Motion Design		Unit 3 Information Design	Unit 4 Book Cover Design	Unit 5 Identity Design		Unit 6 Package Design	

Unit 1	Understanding	Essential Question
Publication Design	Students will understand that publication design refers to the creation and organization of a printed or digital publication. Students will understand that each publication strives for a unique identity that is created through photography, typography and continuity from page to page. Students will understand that InDesign is used to create and edit layouts.	How do artists and designers create works of art or design that effectively communicate?
Performance Task: > Brochure > Calendar > Magazine Layout > Magazine Cover		
Criteria for Assessment: Rubric, Critique		

Unit 2	Understanding	Essential Question
Motion Design	Students will understand that motion design refers to design that involves adding sound, motion and time sequencing to pictures and words. Students will understand that motion graphics are displayed on tvs, in movie theaters, on computer screens and through cell phones. Students will understand that Photoshop and Illustrator can be used to create motion graphics.	How do artists and designers learn from trial and error?
Performance Task:		

> Animated Gif   > Static/Animated Web Ad

> Static/Animated Emoticon

Criteria for Assessment: Rubric, Critique

Unit 3	Understanding	Essential Question
Information Design	Students will understand the history of the infographic. Students will understand that infographics are a hybrid of verbal and visual communication that aids in the comprehension of text based content. Students will understand the various types of infographics (timelines, maps and charts).	How do artists and designers create works of art or design that effectively communicate?

Performance Task:

> Social Media Infographic

Criteria for Assessment: Rubric, Critique

Unit 4	Understanding	Essential Question
Book Cover Design	Students will understand that book jacket design is that art of incorporating the content, style, format, design, and sequence of the various components of a book into one coherent whole. Students will understand that a book jacket cover relays a great deal of nonverbal information about the content of the book to the reader. Students will understand that the designer's job is to attract attention and provide a point of entry into the book.	What is required to produce an artwork that conveys purpose, meaning, and artistic quality?

Performance Task:

> Comic Book Design   > Comic Book Cover

Criteria for Assessment: Rubric, Critique

Unit 5	Understanding	Essential Question

| Identity Design | Students will understand that an identity design is the representation of the values, philosophy and principles of a company.

Students will develop an identity system based on color, type and imagery that will be applied consistently across multiple forms of communication. | How is art used to impact the views of a society? |
|---|---|---|
| **Performance Task:**

    > Style Guide   > Business Card   > Collateral

    > Company Logo   > Letterhead | | |
| **Criteria for Assessment:** Rubric, Critique | | |

Unit 6	Understanding	Essential Question
Package Design	Students will understand that form follows function in package design.

Students will understand that product packaging conveys the message of the brand to consumers.

Students will understand the concepts of Protection, Convenience, Image and Sustainability in relationship to product packaging. | What is required to produce an artwork that conveys purpose, meaning, and artistic quality? |
| **Performance Task:**

    > DVD/CD Packaging | | |
| **Criteria for Assessment:** Rubric, Critique | | |