

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Demonstrate Design Concepts

Course Code: 034353 CIP Code: 11.0103

### **COURSE INTRODUCTION:**

**Course Rationale:** This area of instruction provides content for employment in career areas which include graphic arts/desktop publishing skills. Demand in this area will continue to expand as businesses utilize advanced graphic arts skills to increase their production efficiency and improve the creativity and quality of business documents and publications.

**Course Description:** Students develop proficiency in using graphic arts/desktop publishing software to create a variety of business publications such as flyers, brochures, newsletters, etc.

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<b>UNIT DESCRIPTION:</b>  Effective document creation is essential in promoting business. Following design principles will ensure the correct message is relayed to the audience.		<b>SUGGESTED UNIT TIMELINE: 2 weeks</b>  <b>CLASS PERIOD (min.): 55 minutes</b>				
<b>ESSENTIAL QUESTIONS:</b>  1. How is white space effective? 2. What are the implications of a design- audience mismatch? 3. How can you make sure the reader identifies with your focal point?						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	NBEA	DOK
1. Plan the proper use of white space.					COMM.IV.3.8	<b>3</b>
2. Apply the proper use of color.					COMM.IV.3.8	<b>3</b>
3. Create an effective focal point (e.g., primary, secondary).					COMM.IV.3.8	<b>2</b>
4. Create appropriate headlines.					COMM.IV.3.8	<b>3</b>
5. Position captions.					COMM.IV.3.8	<b>2</b>
6. Apply design principles (e.g., movement, balance, symmetry).					COMM.IV.3.8	<b>4</b>
7. Apply layering techniques in publications.					COMM.IV.3.8	<b>2</b>
8. Match the design to the appropriate audience.				W.11-12.4	COMM.I.D.3.7	<b>4</b>
<b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)						

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<b>Summative Assessment: Create a Magazine Cover.</b>	
<b>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above ( i.e., Grade Level/Course Title/Course Code,Unit #.)</b>	
<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)</b>
2	1. Teacher PowerPoint over Cover Wheel and Color Theory
1-8	2. Mister Prescott dot com notes over contrast, repetition, alignment, and proximity (C.R.A.P.). Students then apply principles to fliers.
1, 2, 6, 7	3. Guided Practice creating personalized plates.
1-8	4. Students work on InDesign Power: Magazine Project using provided guidelines.
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES: (What Students Do)</b>
2	1. Students locate advertisements that use color theory to attract their target customers.
1-8	2. Students learn about contrast, repetition, alignment and proximity (C.R.A.P.) and then locate a flyer with poor design and recreate using the principles discussed.
1, 2, 6, 7	3. Students create personalized plates.
1-8	4. Students work on project, InDesignPower: Magazine Project using project guidelines.
<b>UNIT RESOURCES: (include internet addresses for linking)</b>	
<a href="http://prezi.com/nbtahtatp3al/desktop-publishing-crap/">http://prezi.com/nbtahtatp3al/desktop-publishing-crap/</a>	
<b>Resources@MCCE - BE 11.0101 N325, Introduction to Desktop Publishing With Digital Graphics:</b> Kevin Niemeyer, NEW YORK, NY, GLENCOE/MCGRAW HILL, 2008. Text written specifically for secondary students covers the popular applications: Microsoft Word, Microsoft Publisher, Adobe Illustrator, and Adobe Photoshop. Project-based instruction designed to improve skills needed for planning and creating	

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desktop-published documents.

**Resources@MCCE - BE 11.0101 W23, Desktop Publishing BASICS: Suzanne Weixel, BOSTON, MA, THOMSON LEARNING, INC., 2004.** This text provides introductory coverage of many desktop publishing topics, including working with, enhancing, and formatting documents. Additionally, there is coverage of the use of graphics and design concepts. Spiral-bound, 256 pages.

**Resources@MCCE - BE 50.0401 W344, The Non-designer's Design Book, Second Edition: Robin Williams, BERKELEY, CA, PEACHPIT PRESS, 2004.** Design and typographic principles for the visual novice. Author includes specific tips on designing newsletters, brochures, flyers and more.