**Unit Design**

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| **Unit Title: Billboard DesignCourse: Computer Graphics II** | **Unit Length: 9 daysDate Created:1/25/12** |
| **Goals/Standards/Benchmarks:** **27.A.4a, 27.A.4b, 26.B.5, 26.B.4d, 26.A.5, 26.A.4e, 25.A.3d, 25.A.2d, 25A.4** |

***Unit Overview and Unit Components***

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| **Topics/*Unit Vocabulary* (concepts)** | **Process/Procedure** | **Supplies/Materials/Tools** | **Product/Evaluation** |
| Different types of advertisementsBillboards vs. *Spectaculars**Size/Scale**Emphasis*Effects of 3D elements in billboard design*Target audience*Using selection tools in PhotoshopEffect of environment in advertising | \*DDD questions\*Partner activity- find creative billboard and analyze design\*Discuss and view examples of billboards\*Discuss how size/scale impacts design\*Emphasis and design choices\*Complete brainstorming worksheet \*Thumbnails and roughs\*Complete billboard design \*Add 3-d element to design (assemble and glue)\*Photograph completed billboard\*Review selection tools in Photoshop\*Discuss impact of environments (where they are) and advertisements | * Computer with CS5
* Powerpoint about Billboard design
* Handouts- brainstorming worksheet
* DDD posted and webpage updated
* PDF on webpage about billboards, size/scale
* Printed billboard examples for partner activity
* Glue
* 3-D objects
* Scissors
* Rubber Cement
* Mounting board
 | \*Daily Design Discussion answers (DDD)\*Points for presenting analysis with partner\*Brainstorming worksheet\*finished Billboard design\*printed project with billboard digitally placed into environment\*Self reflection |

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| **Learner/Performance Objectives: The student will…**  | **Assessments/Evidence** |
| \*Emphasize different aspects of a design\*Create a design that will appeal to target audience\*Choose typefaces that match intended message\*Use basic tools in Illustrator to create a billboard that advertises a cause\*Glue 3-D elements to create an extravagant, paying attention to scale/size\*Use the various selection tools in Photoshop to combine billboard design with an environment in which billboard would have most impact in | * **Constructed response:** brainstorming worksheet, daily design discussion answers
* **Process:** presentations for design analysis, observations, participation points, class discussion responses
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