**Unit Design**

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| **Unit Title: Billboard Design Course: Computer Graphics II** | **Unit Length: 9 days Date 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 advertisements  Billboards vs. *Spectaculars*  *Size/Scale*  *Emphasis*  Effects of 3D elements in billboard design  *Target audience*  Using selection tools in Photoshop  Effect 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 |