

INTRO TO DESIGN CURRICULUM

EVERYTHING YOU
NEED TO TEACH
1 SEMESTER



9

PROJECTS

USING FREE, ONLINE
PROGRAMS

A YEAR OF DIGITAL DESIGN



This lesson pack is geared towards upper middle school to high school students.



A focus on digital design, using free programs and online programs Pixlr, Inkscape, Vectr, Adobe Express, & more.



Introduction to Digital Design curriculum.
Every day for 1 semester



9 projects, over 40 activities, every single day planned in a semester long design course.

DIGITAL DESIGN

PACKS TYPICALLY INCLUDE:

- ✔ Lesson plan
- ✔ PowerPoint presentations
- ✔ Research activities
- ✔ Handouts & activities
- ✔ Project guides
- ✔ Critique activity
- ✔ Rubric



EVERY LESSON PLAN INCLUDES:

- BIG IDEA
- ESSENTIAL QUESTIONS,
- US NATIONAL STANDARDS
- STEP-BY-STEP INSTRUCTIONS
- CLASSROOM SET UP
- TEACHING TIPS

& MORE!

VISION BOARD DESIGN AESTHETIC

BIG IDEA:

- Design aesthetic

ESSENTIAL QUESTIONS:

- What is design?
- What is aesthetic?
- What is your design aesthetic?

OBJECTIVES: Students will...

- Discuss design and aesthetics.
- Discuss the...
- Find...
- Brain...
- Creat...
- aesth...
- Write...
- Partic...

STANDARD Middle School MEDIA ART

- 6th grad

- 6th grad

- Review what design and design aesthetic is.
- Go through examples of how you can select your preferences for various elements of design.
- Go over requirements for the vision board project.
- Walk through an examples and point out how the layout and flow works.
- Emphasize the requirements for each sheet of the vision board.
- Have students continue to work on their brainstorm handout. Once it's completed, check it for a participation grade.
- When students are ready, they can start looking for images to use on their vision board.
- Have students clean up the last five minutes of class.

DAY 3: Canva Introduction

Before the class arrives, have your computer screen shared on projected to do a quick Canva demo. If they have already completed this activity in a previous project, skip to day 4.

- Once students arrive, open your Canva.
 - Walk the students through basics of setting up their account, where tools are, how to upload items, search for templates, and similar.
 - They are learning basics of the program to help with their branding. They will learn tools more specific to their designs.

4+

PAGES EACH

DESIGN COURSE

What do I want you to accomplish?

1. For students to build on and develop their skills in communicating visually and verbally through two-dimensional and digital art and design.
2. For students to gain confidence in talking about and creating design-based artwork.
3. For students to learn more about themselves through art.
4. For students to expand their knowledge of design, designing for a client, the history of art and design, and the role design plays in education, careers, and daily life.

What are we going to do?

1. **Making art:** In this course you will have a chance to explore topics that focus on your interests through design. You will create projects that introduce you to design concepts and careers such as industrial design, graphic design, animation, advertising, and more.
2. **Talking about art:** In class we will discuss artwork, current and historic. We will also **critique**, or talk about, your finished work.
3. **Writing about art:** Several times over the semester you will be asked to write about your work and the work of others. This writing could take the form of poetry, story, a persuasive piece, or an artist statement. Writing is meant to **ENHANCE** the art making experience and will never be used as "busy work" or punishment.

What am I expected to do?

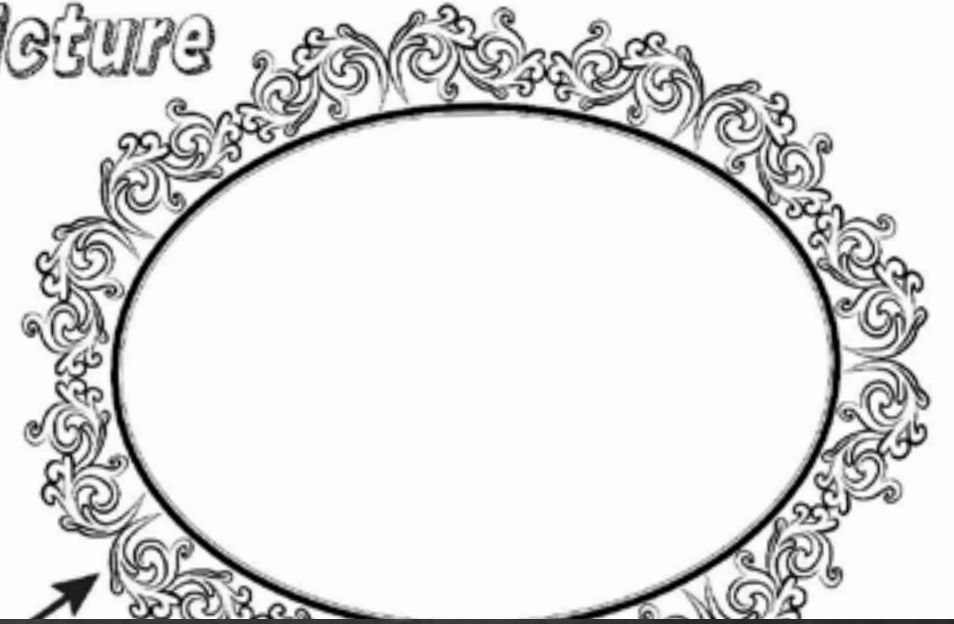
The following behaviors are expected from students to meet our goals:

1. **Ambition:** If you push yourself farther than you think you can go, you may surprise yourself with what you are able to accomplish.
2. **Professionalism:** To become a better artist and a better thinker, you need to act in a professional manner. This means taking care of all your artwork, cleaning up after yourself and your space, always doing your best, following all rules, and completing ALL assignments.

NAME: _____

CLASS PERIOD: _____

*Draw a picture
of your
favorite
insect*

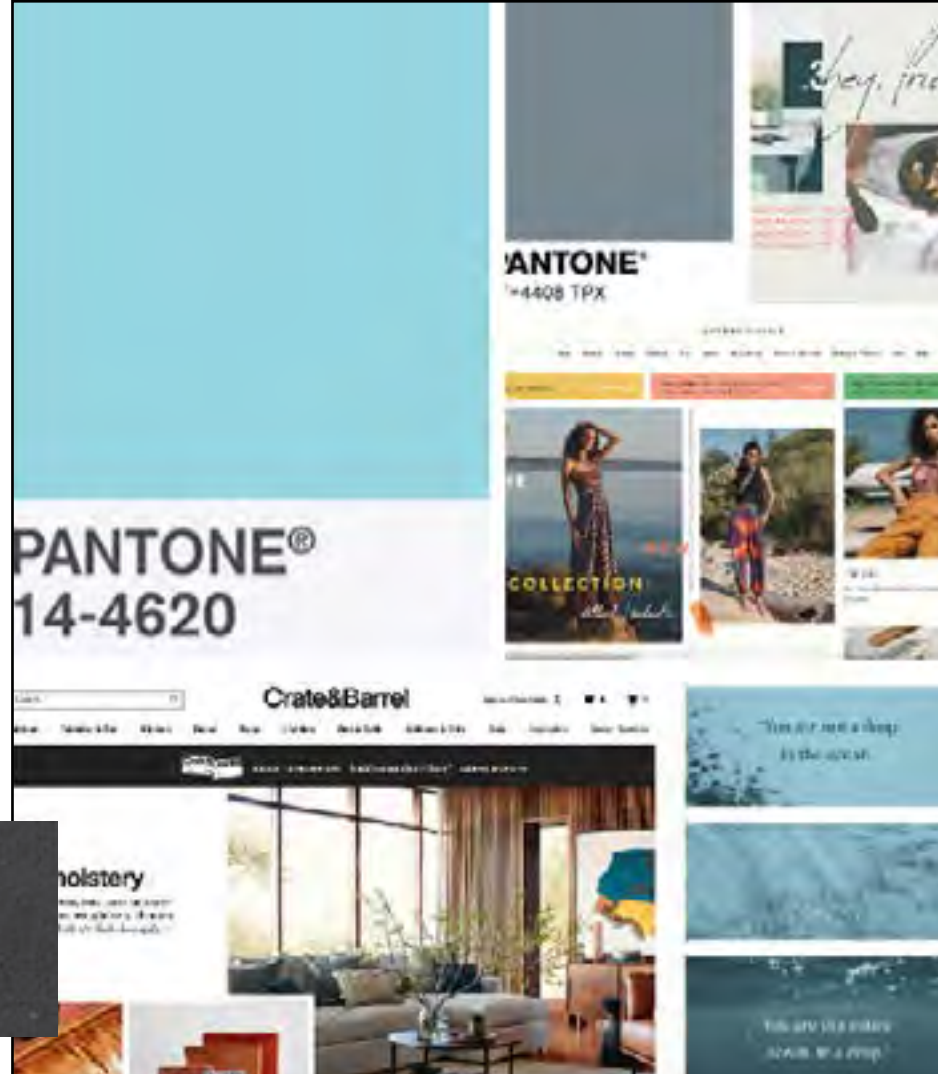


FIRST DAY

SYLLABUS & GET TO KNOW YOU ACTIVITY

"EVERY ARTIST
WAS FIRST AN
AMATEUR."
RALPH WALDO EMERSON

PROJECT #1



DESIGN AESTHETIC

1 PROJECTS, 4 ACTIVITIES

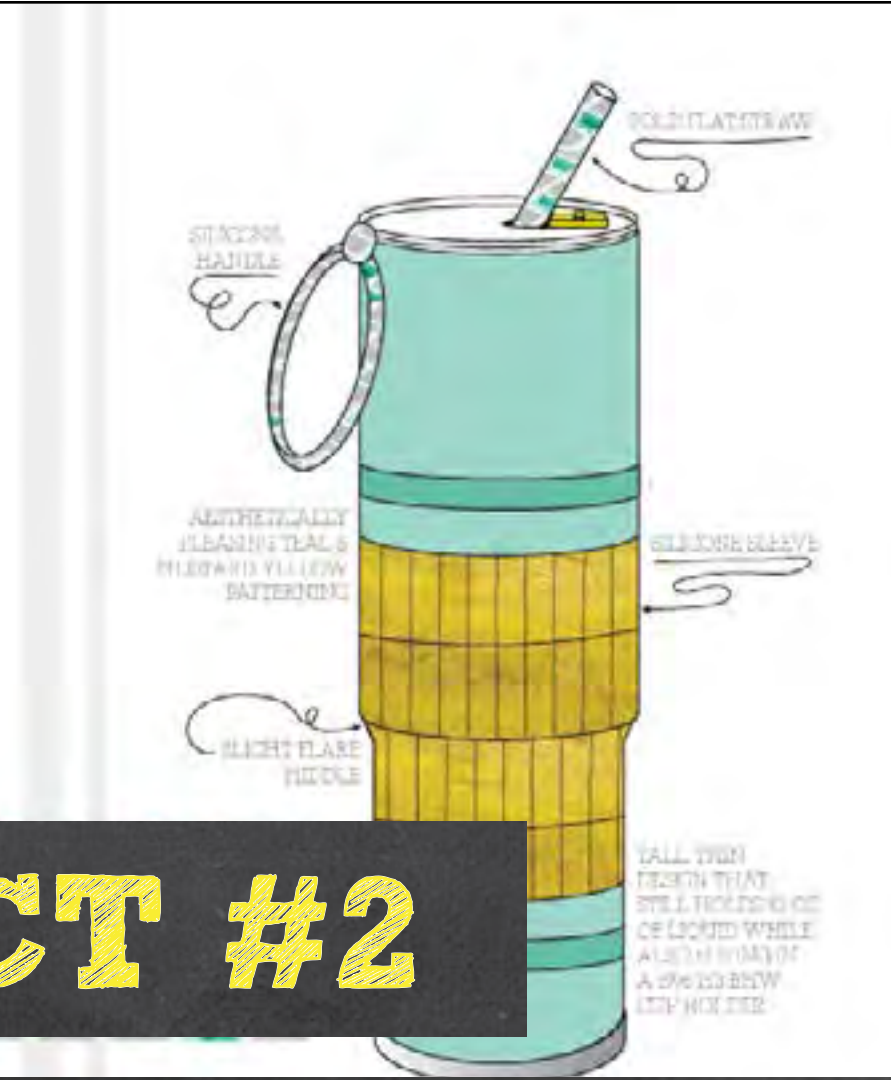
OVERVIEW OF AESTHETICS & ADOBE CC EXPRESS

AESTHETIC

The pack includes:

- ✔ Lesson plan
- ✔ Planning activities
- ✔ Adobe Express tutorial
- ✔ 2 PowerPoint presentations
- ✔ Project guide
- ✔ Critique, Checklist, Rubric





WATER BOTTLE DESIGN

1 PROJECTS, 4 ACTIVITIES
INKSCAPE OR VECTR

WATER BOTTLE

The pack includes:

- ✔ Lesson plan
- ✔ 2 PowerPoint presentations
- ✔ Research activity
- ✔ Brainstorm activities
- ✔ 2 Project guides
- ✔ Critique, critique activity, checklist, rubric



ADOBE ILLUSTRATOR

DOCUMENT SET UP

Adobe Illustrator is primarily used for vector and logo design. Document is a vector-based application, which means a design can be the size of a business card but also be printed to the size of a billboard with no loss of quality.

STEP ONE

- Open Illustrator
- When CREATOR HUB opens the start up window

A MILE IN YOUR SHOES

FIND YOUR INSPIRATION

STEP ONE

- Start with at least three sketches of your shoe ideas.
- Sketch your idea of your sneakers & your best friend about the sketching it's going.
- Go ahead on the internet and find some things that are similar to the

A MILE IN YOUR SHOES RUBRIC

Category	Meets Expectations	Exceeds	Does Not
A shoe you design using Adobe Illustrator. The design is meaningful, creative, and demonstrates an understanding of all the elements of design.	50		
The elements of design are clearly visible, but there are some areas that need improvement.	20		
Details were added to the shoe to make the design more interesting to the student and to add interest.	10		
The design does not meet the requirements of the design.	0		



nestwear

PROJECT #3

SHOE DESIGN

1 PROJECTS, 4 ACTIVITIES
INKSCAPE OR VECTR

SHOE DESIGN

The pack includes:



Lesson plan



PowerPoint presentation



Brainstorm activity



Inkcape, Vectr basics



Project guide, video references



Critique, critique activity

Checklist, rubric





PROJECTS 4 & 5

ALBUM OR BOOK COVER

2 PROJECTS, 6 ACTIVITIES

PIXLR

COVER DESIGN

The pack includes:



Lesson plan



2 PowerPoint & PDF presentations



2 Research activities

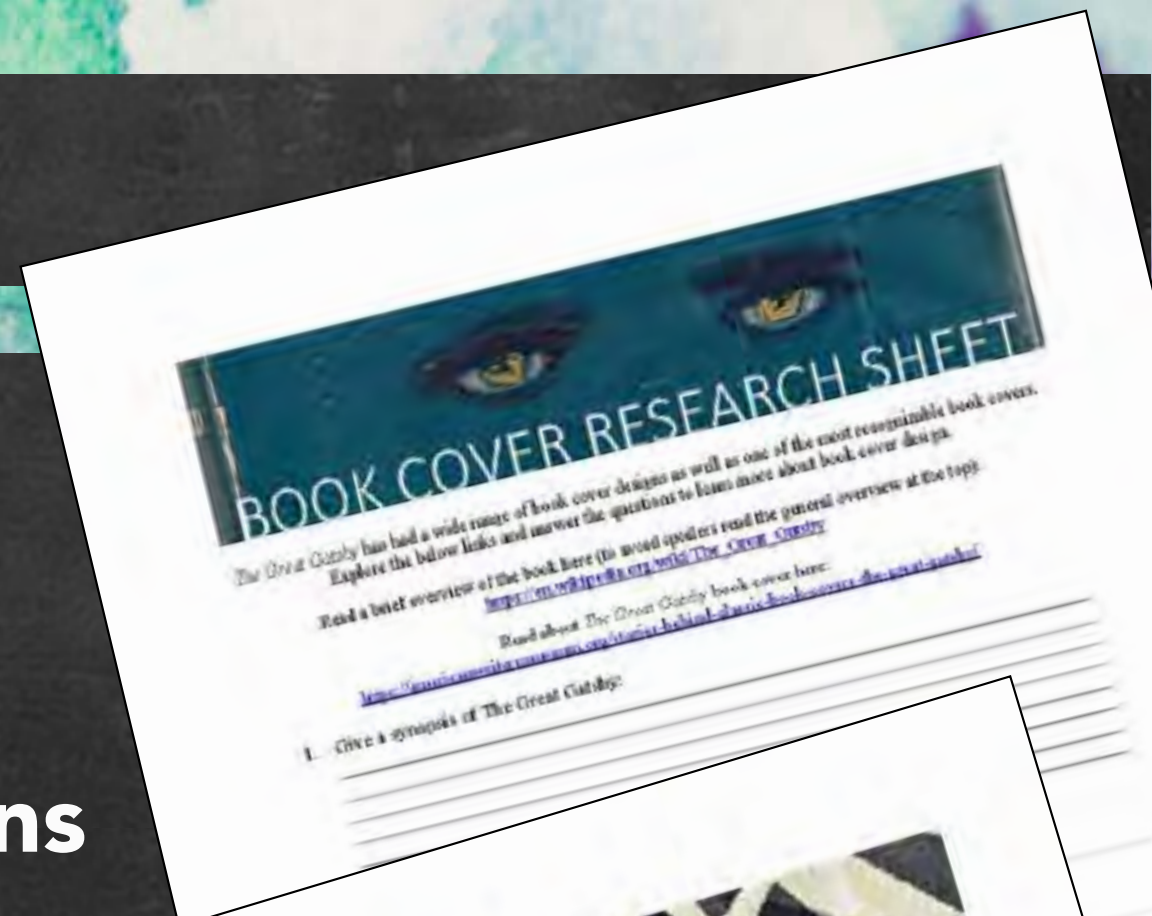


2 Brainstorm activities



2 Project guides

Critique, critique activity,
checklist, rubric





PROJECT #6

COMPANY REBRAND

1 PROJECTS, 5 ACTIVITIES
PIXLR, INKSCAPE, VECTR

COMPANY REBRAND

The pack includes:

- ✔ Lesson plan
- ✔ 2 planning activities
- ✔ Style guide tips
- ✔ 2 PowerPoint presentations
- ✔ Project guide
- ✔ Critique, Checklist, Rubric





PROJECT #7

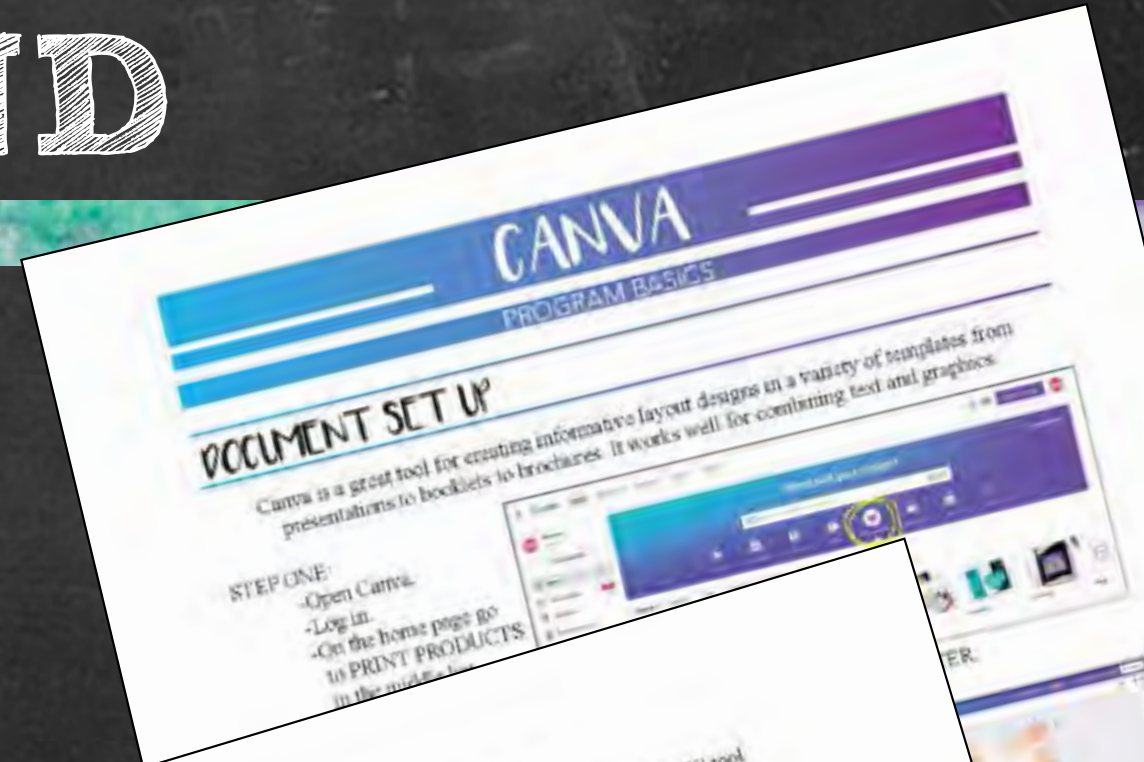
PERSONAL BRAND

1 PROJECTS, 5 ACTIVITIES
PIXLR, INKSCAPE, VECTR, CANVA

PERSONAL BRAND

The pack includes:

- ✔ Lesson plan
- ✔ Canva tutorial
- ✔ 2 Warm up activities
- ✔ 2 PowerPoint presentations
- ✔ 2 Project guides
- ✔ Critique, Checklist, Rubric





PROJECT #8

DESIGN CAREER

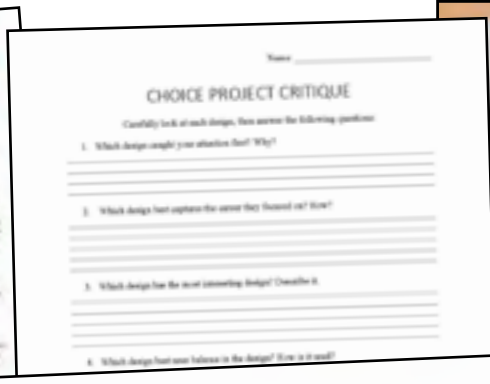
1 PROJECT, 1 ACTIVITY
MICROSOFT POWERPOINT

CAREER RESEARCH

Lesson pack includes:

- ✓ In depth lesson plan (4 pages)
- ✓ Research activity (4 pages)
- ✓ Checklist (1 page)
- ✓ Rubric (1 page)





PROJECT #9



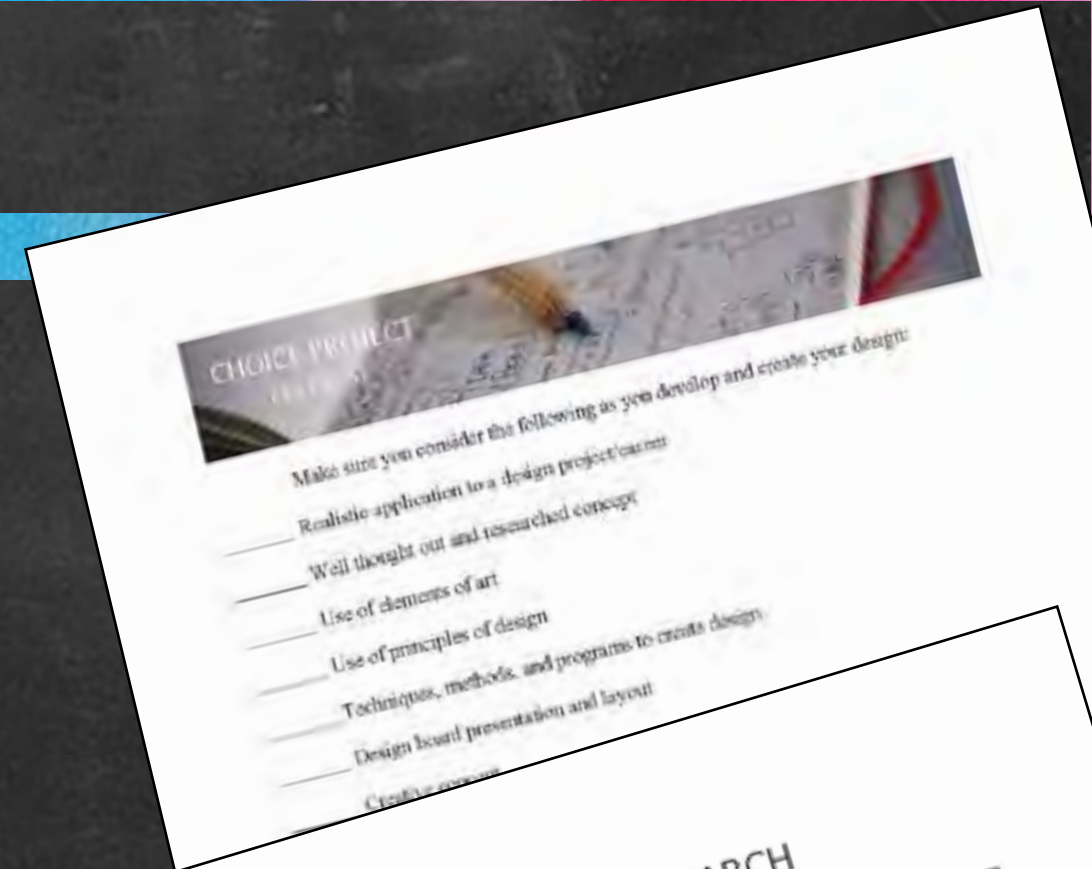
DESIGN YOUR OWN

1 PROJECT, 3 ACTIVITIES
STUDENT CHOICE

FINAL CHOICE

Lesson pack includes:

- ✔ In depth lesson plan (4 pages)
- ✔ PowerPoint Presentation (21 slides)
- ✔ Design career research (3 pages)
- ✔ Design board layout tips (1 page)
- ✔ 2 PowerPoints (34 slides)
- ✔ Critique & activity (5 pages)
- ✔ Rubric, Checklists (2 pages)



DESIGN CAREER RESEARCH

RUBRIC

Description	Points	Comments	Score
Choice Project Research: A realistic and interesting design project was selected. The project was researched so the student understood what the topic entails.	15		
Design: The design is interesting, creative, balanced, and reflects the topic they chose to guide their project.	30		
Design Board: The design board is well laid out, balanced, informative, and easy to read.	20		
	15		

Vision Board:

For this assignment students were tasked with learning the online program, Canva. Using a collage layout base, they had to alter and add 2 pages to the layout to create a final design that reflects their personal design aesthetic.

Design a Typeface:

For this assignment students combine the programs Adobe Illustrator and Glyphr to create a unique font that can be added to any computer program. This project combined design and drawing skills.

Logo Design:

Using Adobe Illustrator, students design a personalized logo. They combine graphics and text to create a unique design that reflects them.

Weebly Project:

Students apply their understanding of layout and design by creating a 3-page website using the online program, Weebly. Not only did they see what a web designer does, but they also have a space to share their projects during this course.

Title of Work
Student Name
Grade Level

Title of Work
Student Name
Grade Level

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DESIGN EXHIBIT CRITIQUE

Carefully look at the entire exhibit before answering the below questions.

1. Which design stands out above all the other designs? What about it makes it stand out?

2. Which design has the best design board layout overall? Why is it successful?

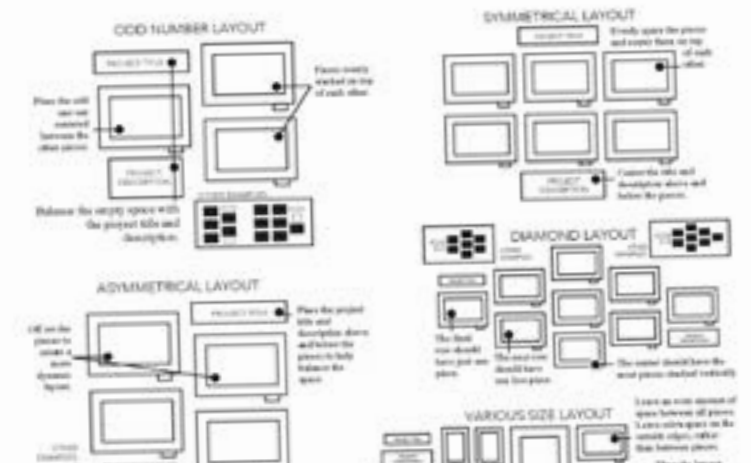
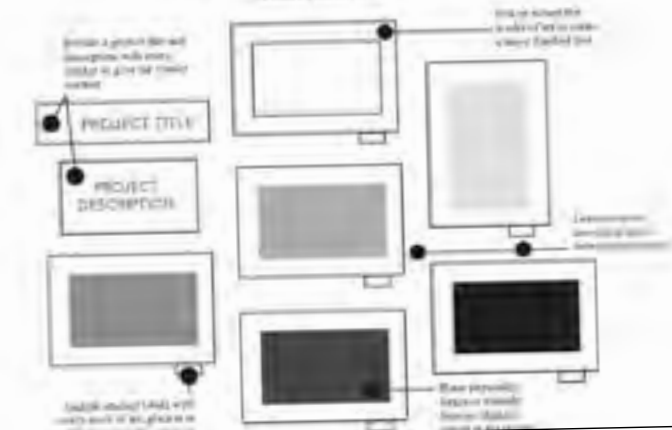
3. Which design has the best use of color? Why?

4. Which design has the most interesting detail? Why?

5. Which design is the most creative? Why?

6. Which design best conveys the information? How?

DISPLAY LAYOUT TIPS



BONUS

DESIGN EXHIBIT

LAYOUT TIPS, DISPLAY SIGNS, PROJECT DESCRIPTIONS

TEACHERS LOVE THESE DIGITAL DESIGN PRODUCTS:



“What an awesome resource. My Digital Design students thoroughly enjoyed the lessons we have completed so far. I plan to continue to use this purchase for years to come. The lessons are very engaging and keeps students’ attention throughout class. Thanks so much!”



“Loved the lessons and the students were super engaged! This resource was awesome, complete and straightforward.”

CHECK OUT MORE PRODUCTS:



Check out more curriculums for middle and high school students.

Grab early finishers for those quick artists or an entire curriculum so you can focus on teaching.

[VIEW MORE HERE](#)

LOOK BETWEEN THE LINES

BY WHITNEY PANETTA



I'm Whitney, a former art teacher turned art curriculum developer. I now focus on designing art lessons, resources, & full curriculums for elementary, middle, high school art teachers, homeschool parents, & general art enthusiasts.

I am so glad to still be connected to the world of art education and I love seeing my resources "in the wild" all over the globe. Reach out anytime with questions or comments at whitneywpanetta@gmail.com.