

# INTRO TO DESIGN CURRICULUM

EVERYTHING YOU  
NEED TO TEACH  
1 SEMESTER



9

# PROJECTS

EVERY DAY PLANNED  
FOR 2 SEMESTERS



# A YEAR OF DIGITAL DESIGN



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



**A focus on digital design, learning computer based programs, Adobe suite, PowerPoint, and more.**



Introduction to Digital Design curriculum.  
Every day for 1 semester



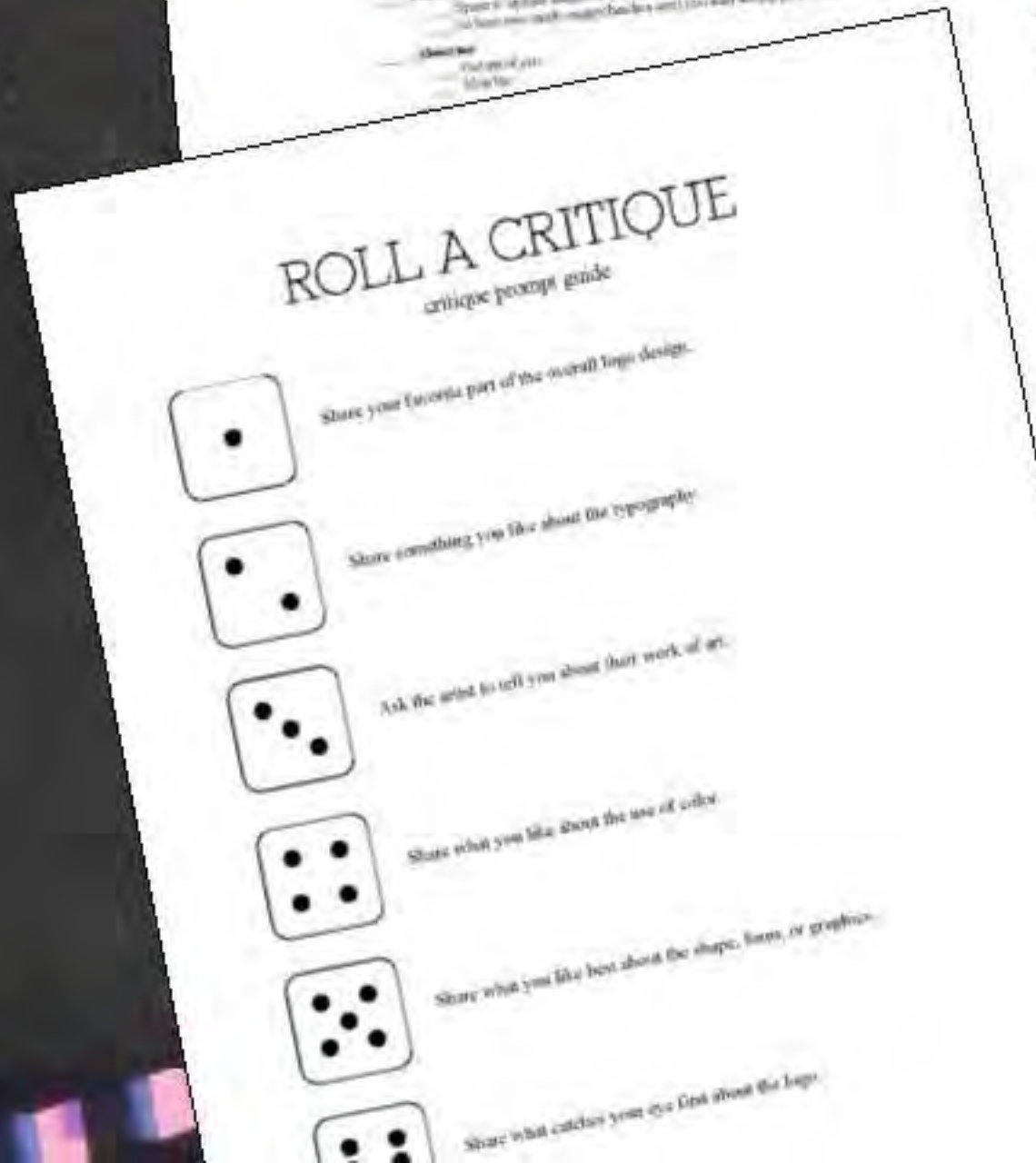
**9 projects**, over **40 activities**, every single day planned in a semester long design course.



# 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...
- Find...
- Brain...
- Creat...
- aesth...
- Write...
- Partic...

### STANDARD Middle School MEDIA ART

- 6<sup>th</sup> grad

- 6<sup>th</sup> 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 example 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: Canvas Introduction

Before the class arrives, have your computer screen shared in preparation to do a guided Canvas class. If they have already completed this activity in a previous project, skip to day 4.

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

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?

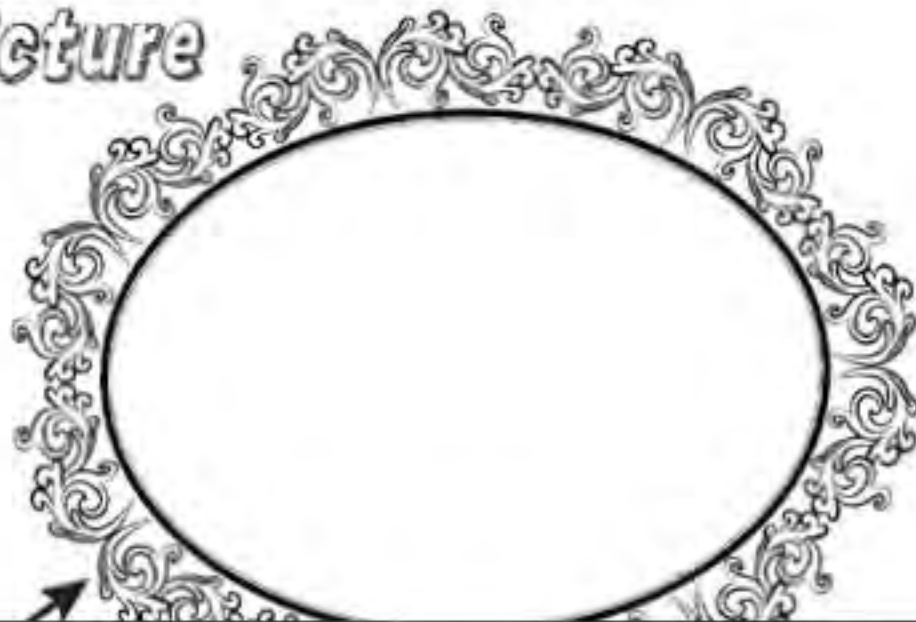
The following behaviors are expected from students to meet our goals:

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*



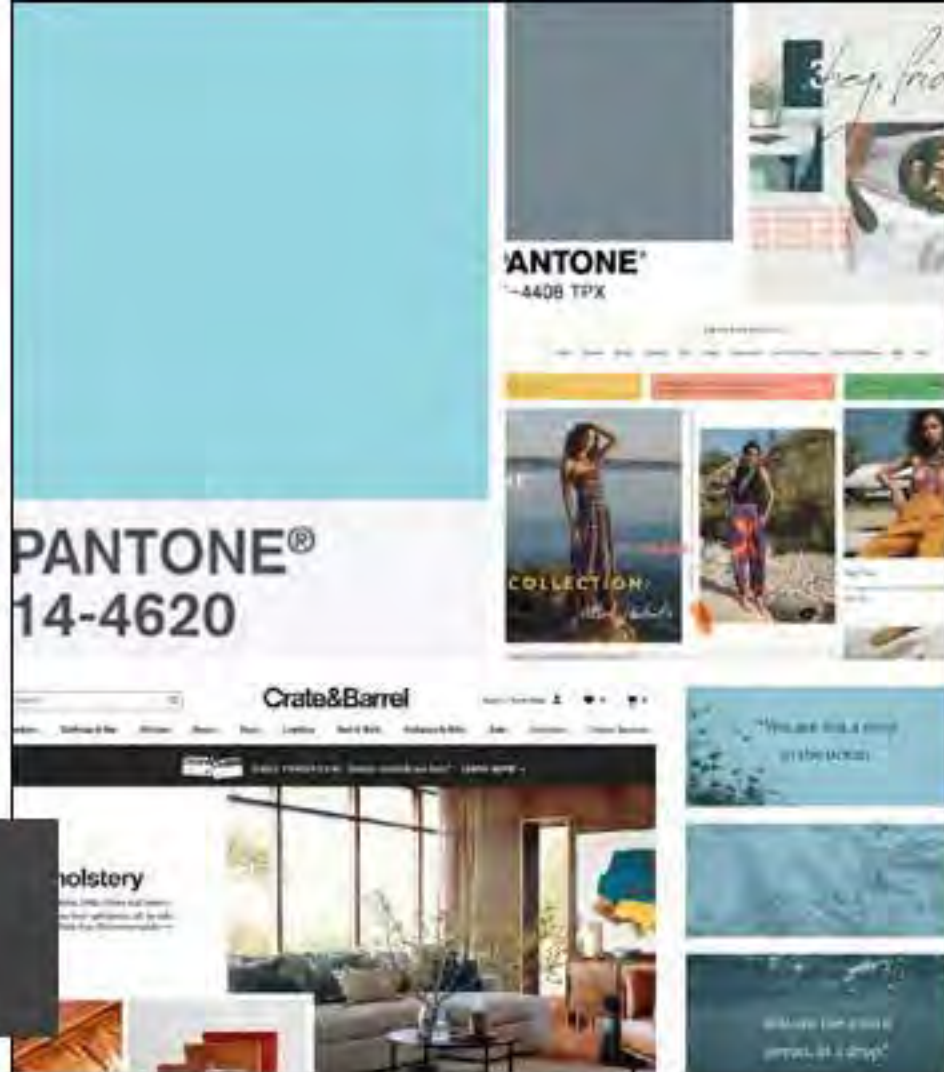
# FIRST DAY

## SYLLABUS & GET TO KNOW YOU ACTIVITY



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

## PROJECT #1



"EVERY CHILD IS  
AN ARTIST."  
PICASSO

# 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

## DESIGN AESTHETIC DIGITAL COLLAGE

### STEP ONE

- Brainstorm ideas for your design aesthetic collage.
- Your goal is to create a digital design that reflects your design aesthetic.
- Think of the central focus of your design collage. It could be a photograph you took, a quote, or simply your initials or name.
- It should include elements from your design aesthetic, including your colors, typography, and patterns.
- Use of line, shape, form, space, texture, and color.

STEP TWO: Visit [www.adobe.com/express](https://www.adobe.com/express) and sign in.

STEP THREE: Select the COLLAGE option from the top menu.

Whitney, tell your story with Sealed.

STEP SEVEN: Decide on how your collage will be included, such as thinking about how you will showcase it in social media or on your website.

- As the right toolbar, you can change your template if you decide you want to swap out your main design.
- You can also change the text and colors.
- You can change the layout and theme.
- You can also click elements in the design to move, delete, and resize them. You can also zoom in and out.

### STEP EIGHT

Start by customizing your colors.

Try selecting preset colors, or choose to use a color palette with your design aesthetic.

Click the interactive element to change the colors in the design.

Scroll to the top of the color menu and click on your chosen color palette.

**CURIOUS COLORS**

Select CYANIDE GOLDEN to add more color options. Use your eye to pick a specific color.

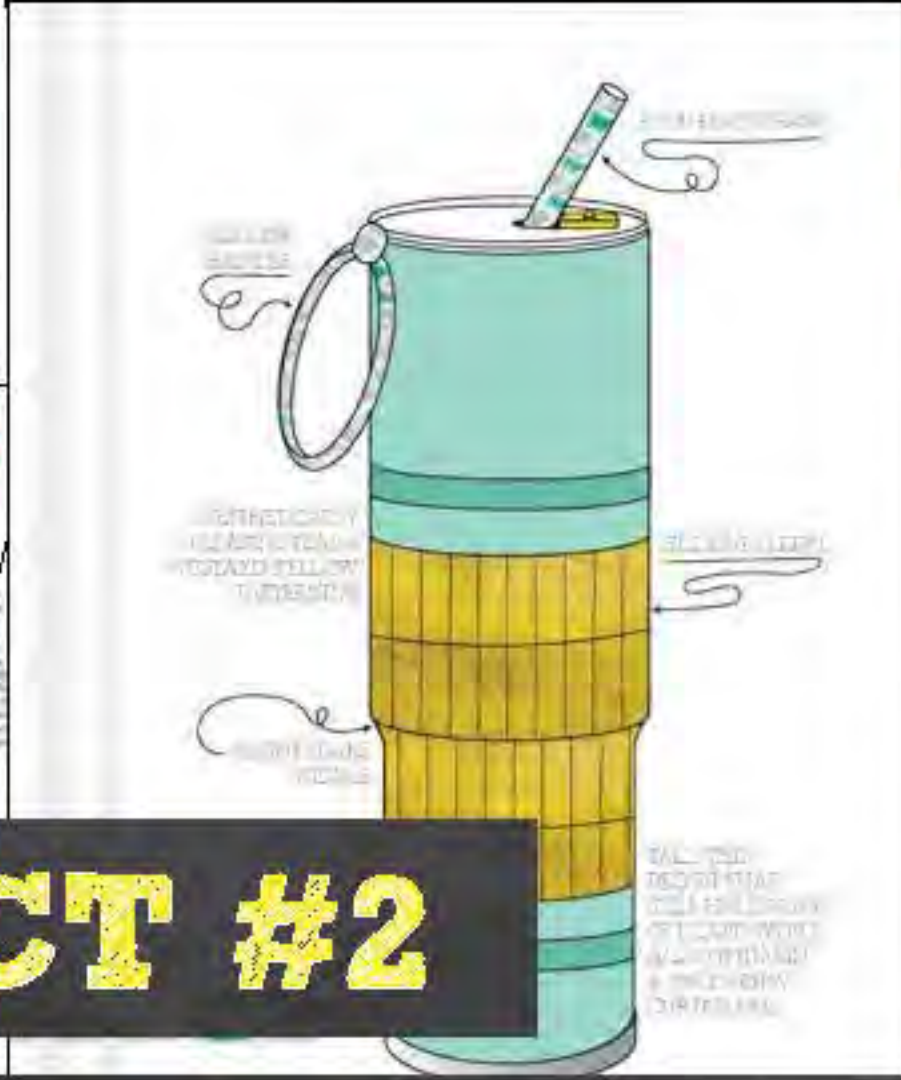
Click to exactly match your design aesthetic colors.

You can swap out every color in the color bar then finally click on the colors to create a new look.

**NINE** Continue to play around with your colors until you find a palette you like.







## The Quell Bottle

### Featuring...

A loop to make carrying the bottle easier than ever

A slim design that will fit into any pocket or cupholder

A silicone grip sleeve to ensure that your bottle is quiet and spill proof



# PROJECT #2

# WATER BOTTLE DESIGN

1 PROJECTS, 4 ACTIVITIES  
ADOBE ILLUSTRATOR



# WATER BOTTLE

The pack includes:

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







# PROJECT #3

*nestwear*

# SHOE DESIGN

1 PROJECTS, 4 ACTIVITIES  
ADOBE ILLUSTRATOR



# SHOE DESIGN

The pack includes:

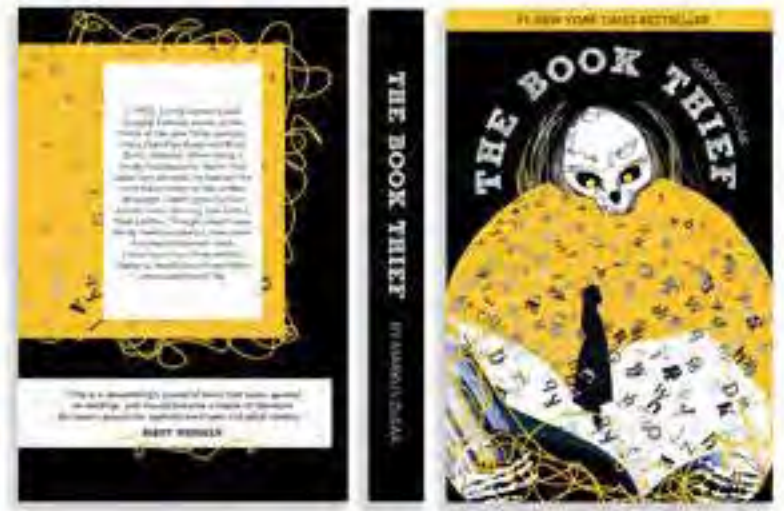
- ✔ Lesson plan
- ✔ PowerPoint presentation
- ✔ Brainstorm activity
- ✔ Illustrator basics
- ✔ Project guide, video references
- ✔ Critique, critique activity
- ✔ Checklist, rubric







**THE BOOK THIEF**  
BY MARKUS ZUSAK  
BOOK COVER PROPOSAL



# PROJECTS 4 & 5

# ALBUM OR BOOK COVER

2 PROJECTS, 6 ACTIVITIES  
ADOBE PHOTOSHOP



# 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  
ADOBE PHOTOSHOP, ILLUSTRATOR



# 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

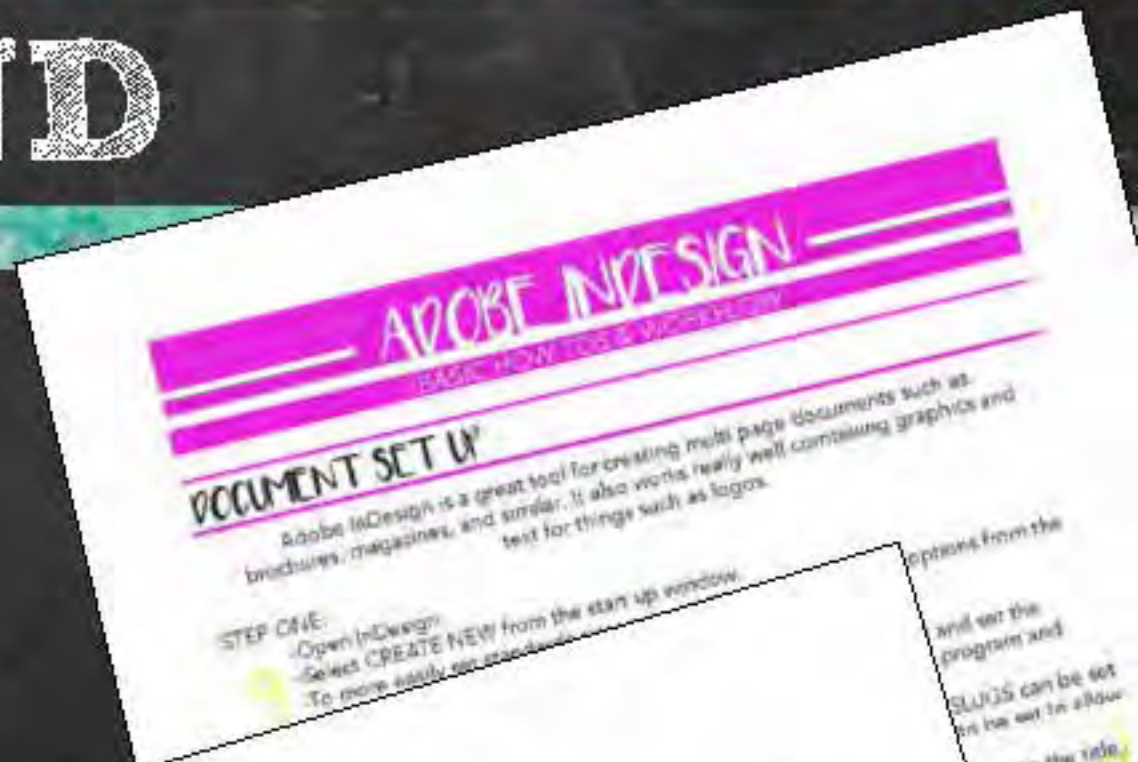
ADOBE PHOTOSHOP, ILLUSTRATOR, INDESIGN



# PERSONAL BRAND

The pack includes:

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







**PROJECT #8**

# DESIGN CAREER

1 PROJECT, 1 ACTIVITY  
MICROSOFT POWERPOINT



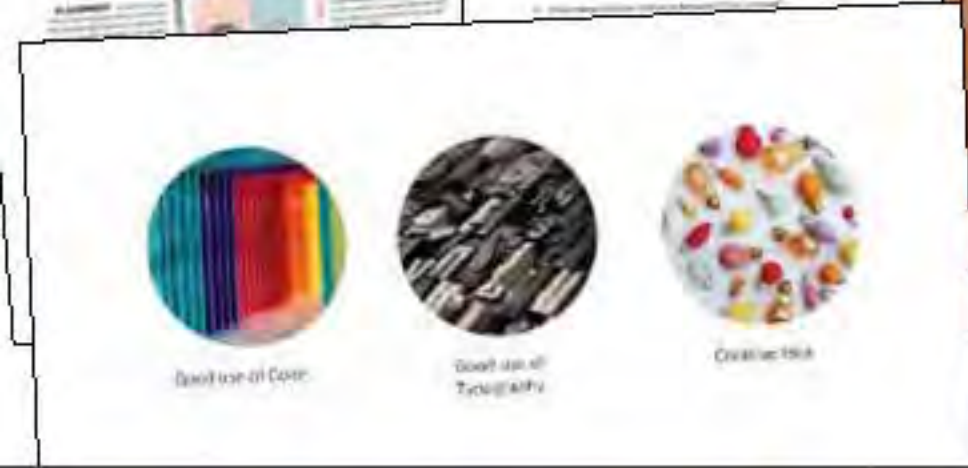
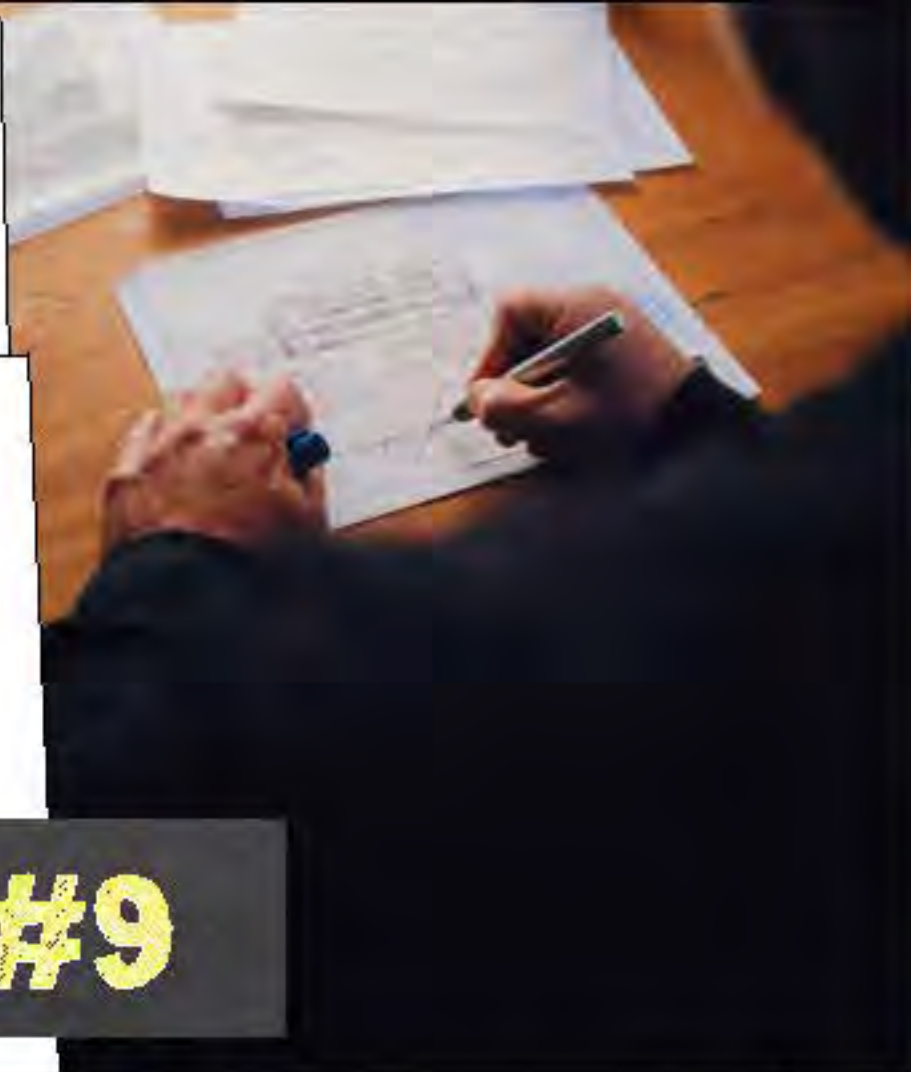
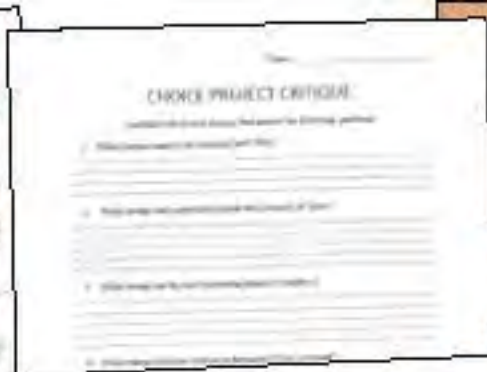
# CAREER RESEARCH

## Lesson pack includes:

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







# PROJECT #9



# DESIGN YOUR OWN

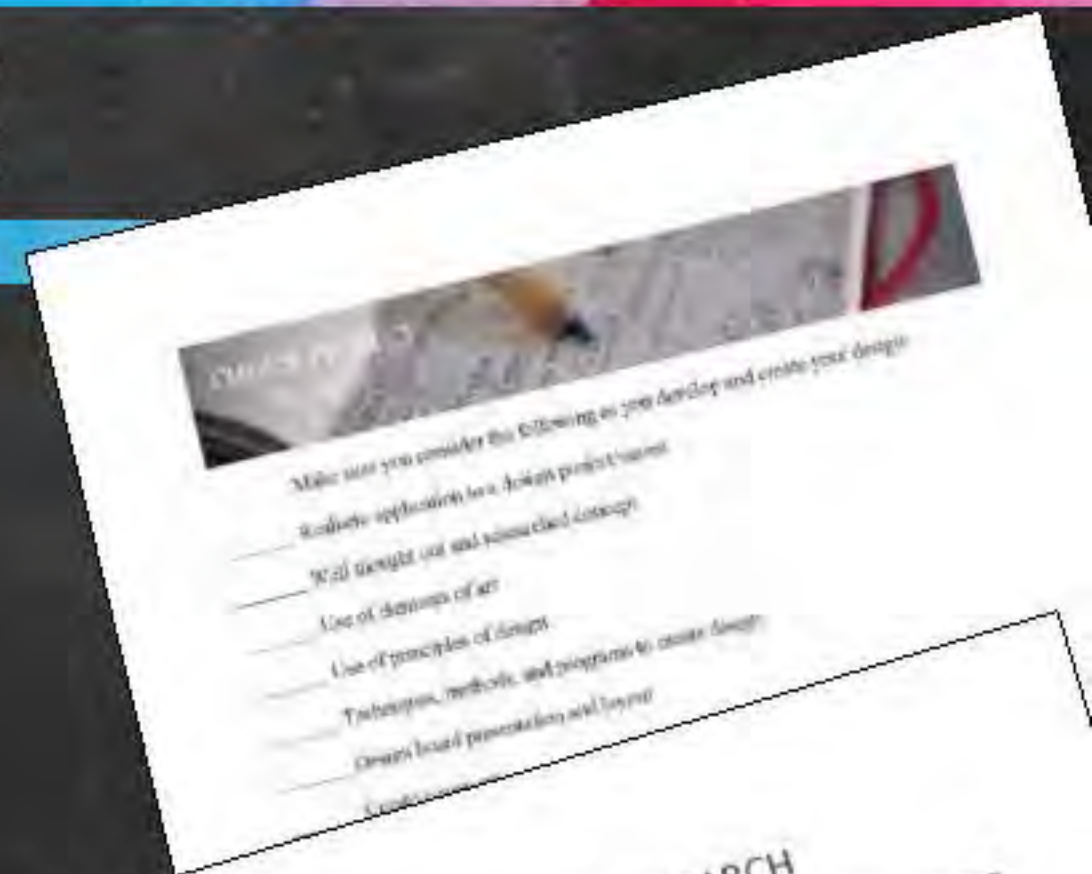
1 PROJECT, 3 ACTIVITIES  
STUDENT CHOICE



# 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

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.	20		
Design Board: The design board is well laid out, balanced, informative, and easy to read.	20		
	15		



### Team Board

Put this assignment students work related with learning the entire program. There's. Using a collage board they have had to plan and will 2 pages for the lesson to create a final design that reflects their personal design wishes.

### Design Symbols

For this assignment students create the program's logo (Illustrator and Clipart) to create a design 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.

### Website Front

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 the course.

Project 1	Project 2	Project 3	Project 4
Project 5	Project 6	Project 7	Project 8
Project 9	Project 10	Project 11	Project 12
Project 13	Project 14	Project 15	Project 16
Project 17	Project 18	Project 19	Project 20
Project 21	Project 22	Project 23	Project 24
Project 25	Project 26	Project 27	Project 28
Project 29	Project 30	Project 31	Project 32
Project 33	Project 34	Project 35	Project 36
Project 37	Project 38	Project 39	Project 40
Project 41	Project 42	Project 43	Project 44
Project 45	Project 46	Project 47	Project 48
Project 49	Project 50	Project 51	Project 52
Project 53	Project 54	Project 55	Project 56
Project 57	Project 58	Project 59	Project 60
Project 61	Project 62	Project 63	Project 64
Project 65	Project 66	Project 67	Project 68
Project 69	Project 70	Project 71	Project 72
Project 73	Project 74	Project 75	Project 76
Project 77	Project 78	Project 79	Project 80
Project 81	Project 82	Project 83	Project 84
Project 85	Project 86	Project 87	Project 88
Project 89	Project 90	Project 91	Project 92
Project 93	Project 94	Project 95	Project 96
Project 97	Project 98	Project 99	Project 100

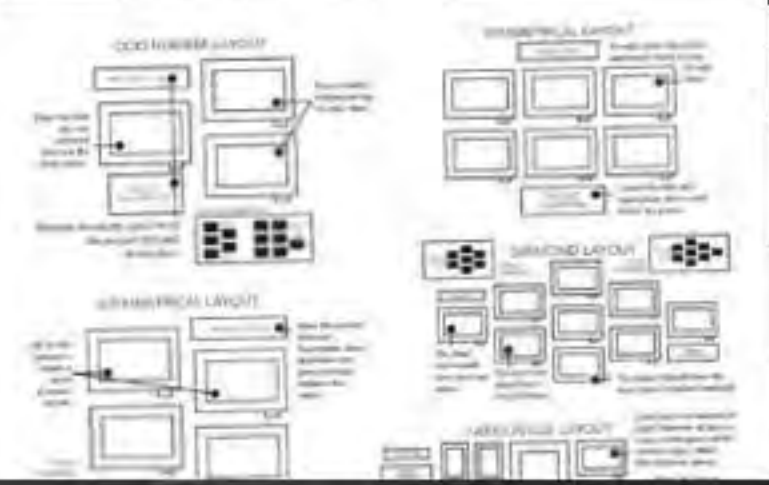
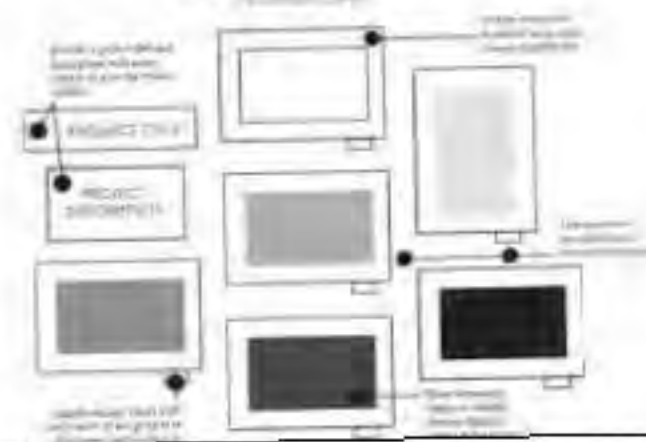
## DESIGN EXHIBIT

### CRITIQUE

Students 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 layout? Why?
5. Which design is the most creative? Why?
6. Which design best answers the assignment? Why?

### 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](mailto:whitneywpanetta@gmail.com).