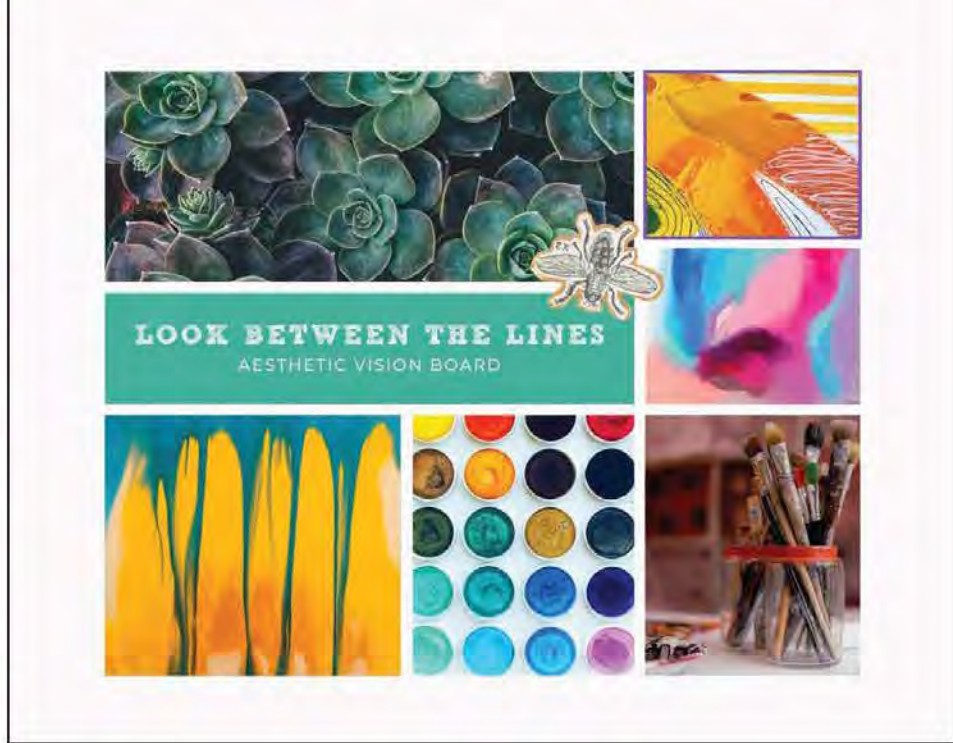


# INTRO TO DIGITAL DESIGN

## DESIGN AESTHETIC VISION BOARD PROJECT



**DEVELOP YOUR DESIGN AESTHETIC:**  
USING THE FREE PROGRAM, CANVA TO CREATE A DESIGN VISION BOARD

# CANVA DESIGN PROJECT



This lesson pack is geared towards middle & high school students.



**No Canva experience required! Learn with your students.**



National art standards included for each grade level.



This has everything you need to teach this project!

# DIGITAL DESIGN

The pack includes:

- ✔ Lesson plan
- ✔ 2 planning activities
- ✔ Canva tutorial
- ✔ 2 PowerPoint presentations
- ✔ Project guide
- ✔ Critique, Checklist, Rubric



# LESSON PLAN & TEACHER NOTES:

- 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

- 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 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.



## DESIGN AESTHETIC

### WEBSITE RESEARCH

Research websites, products, and similar that appeal to your aesthetic. Look up stores you typically shop at, social media platforms you visit, or entertainment such YouTube. Do any of these websites appeal to your aesthetic? What in addition to the content do you like about them? Pick two websites to complete deep dives on, and answer the questions below:

#### WEBSITE ONE:

1. What is the name of the website?

---

2. What do they sell?

---

3. What age and market are they targeting? How can you tell through the design?

---

4. What about the website draws you to it?

---

5. Describe the colors they use:

---

6. Describe the fonts they use:

---

## DESIGN AESTHETIC

### WHAT IS YOUR STYLE?

#### VISION BOARD

Search for inspiration that reflects your aesthetic.

- Browse websites first and continue from there.
- Look at websites, products, and similar that incorporate text, graphics, and color.
- Save any image you feel reflects your design aesthetic as you see them, you will be incorporating images in your vision board.
- You will gather inspiration and information to include on a 3-page vision board document using Canva. Brainstorm ideas below, take notes as needed on the last page.

#### WHAT IS AESTHETIC?

Simply defined, aesthetic is the appreciation of beauty. However, everyone has a different opinion of what is beautiful. One person may appreciate a sunset while another may prefer graffiti on a brick wall. What do you find beautiful? How would you define your taste, likes, loves, and aesthetic? Describe it below in 3-5 sentences.

---



---



---



---

#### ADJECTIVES

How would you sum your aesthetic? Play around with descriptive words until you find 3-5 words that sum up your design aesthetic. Write them below:

---



---



---



---

#### COLOR

What colors are you attracted to? Which color combinations do you like together? Look at a color wheel, which colors grab your attention? What neutrals do you like in combination with other colors? TIP: Look at the color wheel below, include neutrals.

#### TYPOGRAPHY

Describe the style of typography you seemed to be drawn towards on the websites you were drawn towards or in graphics you like. Is it clean, modern, handwriting style, artsy? Do you prefer sans serif or serif fonts? If you combine more than one font together, which two styles would you pick? Describe the font styles you like below.

---



---



---



---

#### GRAPHICS:

As you consider your design aesthetic, look back at your inspiration and your vocabulary. How do they all tie together? For example, if one of your descriptors is vintage, your colors shouldn't be neon. Visually your design aesthetic should have a sense of harmony. Do you prefer basic geometric shapes, organic lines, plant designs, paint splatters, or something else? List some ideas of visuals and graphics that align with your aesthetic (re-reference your favorite websites and see if they use any graphics).

---



---



---



---

#### ELEMENTS OF DESIGN:

As you consider your design aesthetic, look back at your inspiration images, websites, and your vocabulary. How do they all tie together? For example, if one of your descriptors is vintage, your colors shouldn't be neon. Visually your design aesthetic should have a sense of harmony. Keep this in mind as you start working on your vision board.

NOTES: List out websites to reference, list and sketch ideas for images, graphics, and similar.

LIST IT	SKETCH IT

# 2 ACTIVITIES:

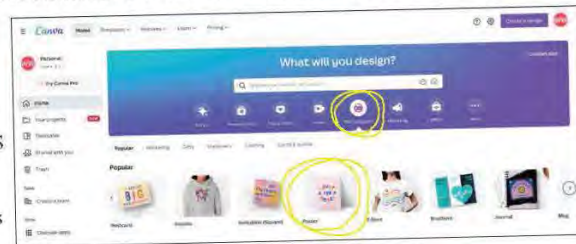
## RESEARCH ACTIVITY, BRAINSTORMING ACTIVITY

## DOCUMENT SET UP

Canva is a great tool for creating informative layout designs in a variety of templates from presentations to booklets to brochures. It works well for combining text and graphics.

## STEP ONE:

- Open Canva.
- Log in.
- On the home page go to PRINT PRODUCTS in the middle bar.
- Either scroll through the POPULAR options to find the POSTER template or scroll down to the MARKETING section and select POSTER.



## STEP TWO:

- Once the POSTER template opens, scroll through the template options in the left toolbar.
- Click a design to drop it onto your poster.
- You can also search keywords to find a base template that fits your aesthetic.
- This is just a base design, you will swap out colors and graphics to develop your own, unique design.



## STEP THREE:

- Play around with the template and familiarize yourself with the tools that pop up.
- Click on one of the graphics on your poster and see what options pop up in the



## ADDING ELEMENTS

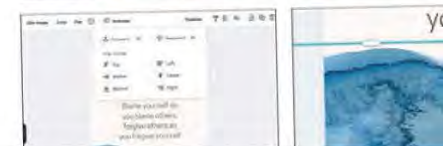
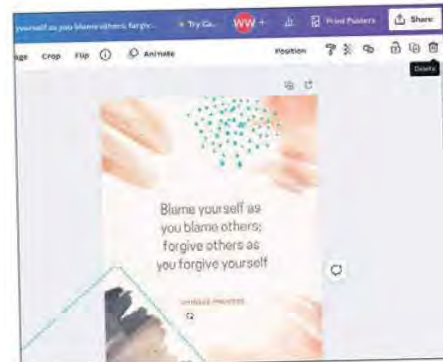
## STEP FOUR:

- Take this base template and make it your own!
- Go to the left sidebar and click UPLOAD.
- Click the UPLOAD MEDIA button.
- In the window that pops up, navigate to pictures, graphics, or similar on your computer to upload them.
- Once uploaded, they will appear in the sidebar under UPLOAD.
- Try adding some of these to your poster design.



## STEP FIVE:

- Delete any of the graphics included on the template design you don't want.
- Drop in the photographs and graphics you uploaded to start making the design your own.
- TIP: If the image fills the entire page, that means you are dropping it into the background. If you don't want that, move the image so it's smaller and drops as the top layer.
- You can resize and crop the graphics you add.
- RESIZE: drag the corners of the graphic in and out.
- CROP: drag the bars on the sides, top, and bottom to crop the graphic.
- Rearrange your graphics by selecting the graphic, go to POSITION in the top menu and bring forward, push back above and below other layers or change the location on the document.
- You can also click to select the graphic and drag it to a spot on



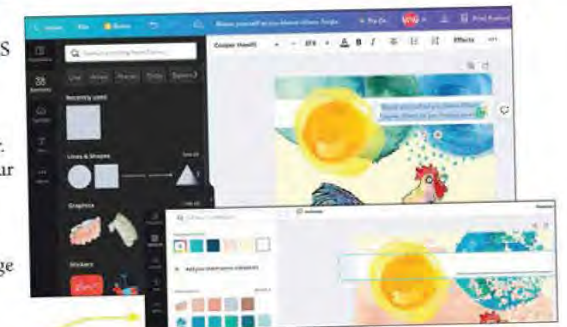
## STEP SIX:

- Go to ELEMENTS in the left toolbar.
- Look through options, see if there are any other graphics you want to add.
- Canva will automatically suggest graphics that go with the base design you picked.
- You can also search for specific graphics in the search bar.
- Just click them to drop them on your page then play with size, placement, arrangement, and color.



## STEP SEVEN:

- Try adding SHAPES and LINES to your design to provide a space to add legible text.
- These options are also under ELEMENTS in the left toolbar.
- Click the shape to add it to your document.
- Click the shape on your document to open the top menu bar. Here you can change the color, add a stroke, arrangement, position, and more.



## STEP EIGHT:

- If the template already has text, edit it to add a title, description, quote, song lyric, or similar.
- Play with placement, color, and



## CANVA TUTORIAL:

STEP-BY-STEP INSTRUCTIONS ON SETTING UP A DOCUMENT, ADDING ELEMENTS, AND USING BASIC TOOLS, **5 PAGES**

# A FOCUS ON THE ELEMENTS & PRINCIPLES OF DESIGN



What is aesthetic?

- Aesthetic is a branch of philosophy that deals with the interpretation of beauty.
- Aesthetics can vary greatly from person to person, we are all attracted to different styles, so beauty is difficult to define.
- Subjective! There is no right or wrong answer to what is beautiful.

What is design?

- Design is the process of creating a plan or specification for the physical form of an object, system, or environment.

## COLOR

Color is one of the leading elements of design. It can be used for the most part, but it is not the only element. Color is used to create a visual hierarchy and to draw the viewer's eye to the most important elements of the design.

## Typography

- Typography is one of the most important elements of a design because it conveys information to you and/or your client.
- Typography can be used with extra stroke lines, a simpler font such as sans-serif (no decorative), or decorative (such as cursive or handwriting fonts).
- It's best to only use one decorative font mixed with simpler serif and sans-serif fonts.
- As you visit different websites, pay attention to their font. What are your likes and dislikes?

## Developing your design aesthetic...

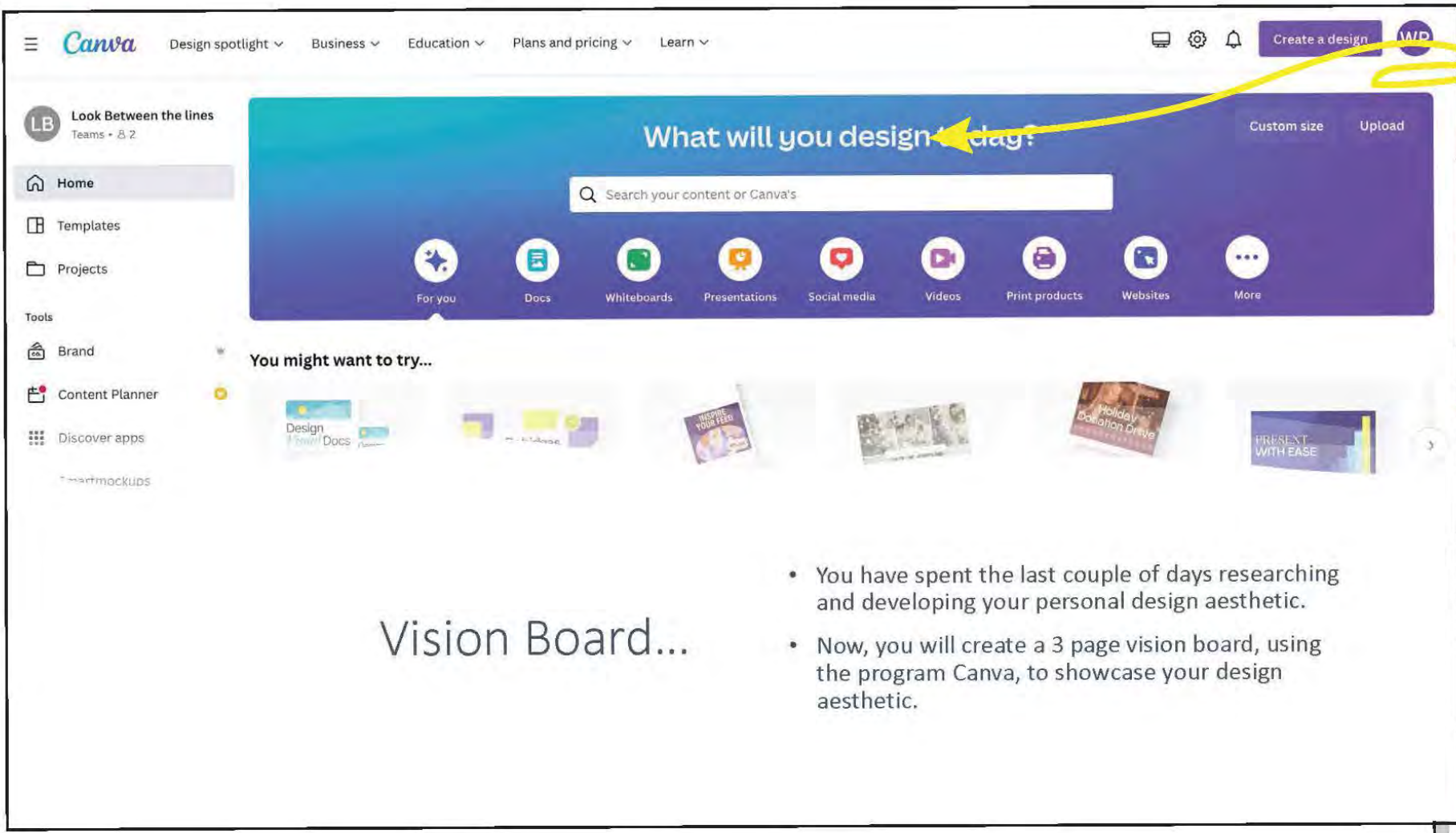
- Try to sum up your design aesthetic in a paragraph:
  - In design, I prefer neutrals with pops of color to draw your attention. While I like artsy graphics, such as splatters, there needs to be balance in the design with white space and not cartoon-like imagery. I am typically drawn to a more modern style, neutral color pops, and just enough of an artistic touch to the sterile edge of modern design.
- How can you sum up that paragraph using 3-5 adjectives?
  - Modern, vintage, minimal, bright
  - Modern, artistic, color pop
  - Boho, modern, crafty

## Developing your design aesthetic...

- Plan out the colors and fonts you would use in your own personal designs.
- This will help prepare you for creating your design vision board.

# PRESENTATION 1:

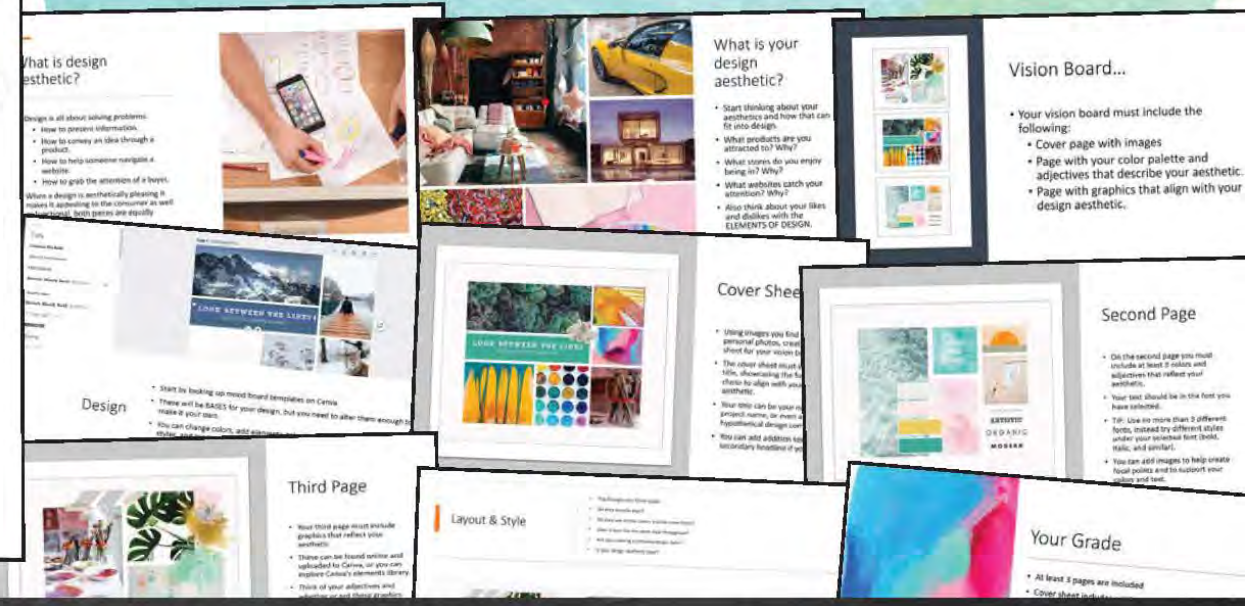
## INTRODUCTION, STEPS, AND OVERVIEW



# STEP BY STEP INSTRUCTIONS WITH VISUALS & TEXT

## Vision Board...

- You have spent the last couple of days researching and developing your personal design aesthetic.
- Now, you will create a 3 page vision board, using the program Canva, to showcase your design aesthetic.



# PRESENTATION 2: STEP BY STEP INSTRUCTIONS, PROJECT PACING, & MORE



## VISION BOARD

### PROJECT CHECKLIST

- \_\_\_ Design aesthetic brainstorm completed
- \_\_\_ Cover sheet is included.
- \_\_\_ A title is included.
- \_\_\_ The font reflects the design aesthetic.
- \_\_\_ At least 3 colors are highlighted, on second sheet.
- \_\_\_ At least 3 adjectives are included, on second sheet.
- \_\_\_ At least 3 graphic elements are included, on third sheet.
- \_\_\_ The design aesthetic is clear.
- \_\_\_ The design style carries through all three pages.
- \_\_\_ Typography is used to enhance the design.
- \_\_\_ The critique reflection worksheet was completed.
- \_\_\_ An artist statement was included.

## VISION BOARD

### PROJECT CHECKLIST

- \_\_\_ Design aesthetic brainstorm completed
- \_\_\_ Cover sheet is included.
- \_\_\_ A title is included.
- \_\_\_ The font reflects the design aesthetic.
- \_\_\_ At least 3 colors are highlighted, on second sheet.
- \_\_\_ At least 3 adjectives are included, on second sheet.
- \_\_\_ At least 3 graphic elements are included, on third sheet.
- \_\_\_ The design aesthetic is clear.
- \_\_\_ The design style carries through all three pages.
- \_\_\_ Typography is used to enhance the design.

Name: \_\_\_\_\_

## VISION BOARD RUBRIC

Category	Possible Points	Comments:	Score
A vision board was designed using Canva. The design reflects the aesthetic of the student is cohesive. An understanding of Canva is shown.	20		
The first page includes a title and images that reflect the student's design aesthetic.	10		
The second page includes at least 3 colors and 3 adjectives that reflect the design aesthetic.	10		
The third page includes at least 3 graphic elements that reflect the design aesthetic.	10		
The font, colors, images, and graphics visually tie to the 3 adjectives used to describe the design aesthetic.	10		
Craftsmanship	10		
Creativity	10		
Effort: You spent your time wisely and put a lot of effort into	10		

Name: \_\_\_\_\_

## VISION BOARD CRITIQUE

Carefully look at each design, then answer the following questions:

1. Which design caught your attention first? Why?

---

---

---

2. Which design has the most creative design? Describe it.

---

---

---

3. Which design best uses images to support their design?

Name: \_\_\_\_\_

7. Which design best reflects the three adjectives? What are the adjectives? How do the visuals reflect them?

---

---

---

8. Which design has the best layout in the pages? What makes them successful?

---

---

---

# WRAPPING UP:

## PROJECT CHECKLIST, CRITIQUE REFLECTION & RUBRIC

## VISION BOARD

### PROJECT CHECKLIST

- \_\_\_ Design aesthetic brainstorm completed
- \_\_\_ Cover sheet is included.
- \_\_\_ A title is included.
- \_\_\_ The font reflects the design aesthetic.
- \_\_\_ At least 3 colors are highlighted, on second sheet.
- \_\_\_ At least 3 adjectives are included, on second sheet.
- \_\_\_ At least 3 graphic elements are included, on third sheet.
- \_\_\_ The design aesthetic is clear.
- \_\_\_ The design style carries through all three pages.
- \_\_\_ Typography is used to enhance the design.
- \_\_\_ The critique reflection worksheet was completed.
- \_\_\_ An artist statement was included.

## VISION BOARD

### PROJECT CHECKLIST

- \_\_\_ Design aesthetic brainstorm completed
- \_\_\_ Cover sheet is included.
- \_\_\_ A title is included.
- \_\_\_ The font reflects the design aesthetic.
- \_\_\_ At least 3 colors are highlighted, on second sheet.
- \_\_\_ At least 3 adjectives are included, on second sheet.
- \_\_\_ At least 3 graphic elements are included, on third sheet.
- \_\_\_ The design aesthetic is clear.
- \_\_\_ The design style carries through all three pages.
- \_\_\_ Typography is used to enhance the design.
- \_\_\_ The critique reflection worksheet was completed.

Name: \_\_\_\_\_

## VISION BOARD RUBRIC

Category	Possible Points	Comments	Score
A vision board was designed using Canva. The design reflects the aesthetic of the student as is cohesive. An understanding of Canva is shown.	20		
The first page includes a title and images that reflect the student's design aesthetic.	10		
The second page includes at least 3 colors and 3 adjectives that reflect the design aesthetic.	10		
The third page includes at least 3 graphic elements that reflect the design aesthetic.	10		
The font, colors, images, and graphics visually tie to the 3 adjectives used to describe the design aesthetic.	10		
Craftsmanship	10		
Creativity	10		
Effort. You spent your time wisely and put a lot of effort into	10		

Name: \_\_\_\_\_

## VISION BOARD CRITIQUE

Carefully look at each design, then answer the following questions:

1. Which design caught your attention first? Why?

---

---

---

2. Which design has the most creative design? Describe it.

---

---

---

3. Which design best uses images to support their design?

Name: \_\_\_\_\_

7. Which design best reflects the three adjectives? What are the adjectives? How do the visuals reflect them?

---

---

---

8. Which design has the best layout in the pages? What makes them successful?

---

---

---

# WRAPPING UP:

## PROJECT CHECKLIST, CRITIQUE REFLECTION & RUBRIC

# 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."