

INTRO TO DESIGN

STUDENT CHOICE FINAL PROJECT



ILLUSTRATOR, INDESIGN HOW TO INCLUDED

LESSON PLAN

CHOICE PROJECT DESIGN CAREER FOCUS

BIG IDEA:

- Design a project

ESSENTIAL QUESTIONS:

- What art or design based career interests you?
- What type of project interests you?
- How can you reflect a design career through your project?

OBJECTIVES: Students will...

- Look at examples of design careers and project ideas.
- Research an art or design career that interests them.
- Select the computer program that best works with their project.
- Create a design board that shows off the design project the student developed.
- Present their design on Adobe Spark or similar.
- Write about why this project piqued their interest.

STANDARDS: h

School:

ART:

6th grade: Me
o Deter

- o Go through past projects. They can also choose one of these to build off of or redo.
- o Go over expectations and grading.
- o Take any questions.
- Pass out the choice project research sheet, allow students to get started on it.
 - o They can look online, watch videos, find project examples.
 - o Float and help as needed.
- Have students clean up the last five minutes of class.

DAY 2: Project Research/Sketching

- Allow students to get to work as soon as they arrive.
- Float and help as needed.
- They may need this whole day to continue research. Once they finalize their project, they can start on sketches for their idea.
- Have students clean up the last few minutes of class.

DAY 3-8: Studio Time

Project length will vary based on depth of project and how much time remains at the end of the semester. This can be condensed to a week and a half or stretched to three weeks.

- Allow students to get to work as soon as they arrive.
- Float and help as needed.
- Continue to share demos as needed. Students may need guidance in selecting the best program to use for their project.
- Allow students the last few minutes of class to clean up.

DAY 9: Project Wrap

- Allow students to get to work as soon as they arrive.
- Float and help as needed.
- Remind them that their projects need to be completed by the end of class.
- They will have a few minutes to pull their projects up for critique the following day.

DAY 10: Presentation and Submission

- Allow students to work the first part of class to finalize their designs.
- Once they are finished either have them print their final design on photo paper or cardstock or pull up their design on their computer for the critique.
- Pass out the critique labels. Have the students walk around the room and carefully look at each work of art and fill out the critique reflection sheet before they start labeling. Once they are ready, they should place one label at each design. The label should reflect what the students think is the most successful part of the design. They can only place the "best design" label on one work of art, the other labels can be duplicated on multiple works of art.
- After they finish labeling move into a verbal critique. Talk about why students thought certain aspects were successful in designs. If one overwhelmingly receives the best design recognition talk about why it was successful.

- o a. Compare, contrast, and analyze the qualities of and relationships between the components and style in media artworks.
- o b. Compare, contrast, and analyze how various forms, methods, and styles in media artworks manage audience experience and create intention.
- 8th grade: Media Art/Responding: **MA:Re9.1.8**
 - o Evaluate media art works and production processes with developed criteria, considering context and artistic goals.
- 8th grade: Media Art/Producing: **MA:Pr6.1.8**
 - o a. Design the presentation and distribution of media artworks through multiple formats and/or contexts.
 - o b. Evaluate the results of and implement improvements for presenting media artworks, considering impacts on personal growth and extension.

ART:

- Visual Arts/Creating and curate artifacts

High School:
MEDIA ART:

- Proficient: Media Art/Producing: MA:Pr6.1.8

- o a. Design the presentation and distribution of media artworks through multiple formats and/or contexts.
- o b. Evaluate the results of and implement improvements for presenting media artworks, considering impacts on personal growth and extension.

- Proficient: Media Art/Responding: MA:Re9.1.8

- o Evaluate media art works and production processes with developed criteria, considering context and artistic goals.

- Proficient: Media Art/Producing: MA:Pr6.1.8

- o a. Design the presentation and distribution of media artworks through multiple formats and/or contexts.
- o b. Evaluate the results of and implement improvements for presenting media artworks, considering impacts on personal growth and extension.

- Proficient: Media Art/Responding: MA:Re9.1.8

- o Evaluate media art works and production processes with developed criteria, considering context and artistic goals.

- Proficient: Media Art/Producing: MA:Pr6.1.8

- o a. Design the presentation and distribution of media artworks through multiple formats and/or contexts.
- o b. Evaluate the results of and implement improvements for presenting media artworks, considering impacts on personal growth and extension.

ART:

- Visual Arts/Creating and curate artifacts

- Visual Arts/Creating, accomplished, VA:Cr2.2.HSII, Demonstrate awareness of ethical implications of making and distributing creative work.

SUPPLIES:

- Access to Adobe Photoshop, Illustrator, or InDesign.
- Access to Adobe Spark (optional)
- Access to the internet and YouTube to watch videos and find inspiration.

PRODUCT:

- Choice project research sheet
- Design board project presentation
- Critique reflection

PRINTABLES:

- Choice project research sheet
- Project checklist
- Design board layout tips
- Choice project research sheet
- Critique reflection
- Critique label sheet and instructions
- Rubric

RESOURCES:

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POWERPOINT

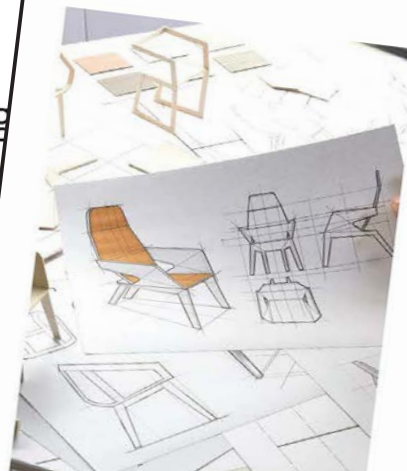
YOUR CHOICE PROJECT

Your Assignment...

- Develop your own project.
- You pick...
 - The topic
 - The program
- Requirements...
 - It must deal with design in some way.
 - You must turn in a design board with your project aesthetically displayed as your project submission.



Furniture Design...



- A furniture designer lays out and designs furniture for manufacture.
- Some designers may also construct their own pieces, but most of them hand off designs to factories to construct.
- Project idea 1: Develop a concept for a brand-new piece of furniture.
- Project idea 2: Redesign an existing piece of furniture.

Industrial Design



- Develops objects with the aesthetic in mind.
- Works with a wide range of materials.
- Project idea: Redesign an existing product.

Graphic Design...

- Develops visual concepts to communicate an idea with consumers.
- Designs for digital and print media.
- May focus on logos, advertising, branding, brochures, posters, displays, and more.
- Project idea: Design two posters of a set for an event, concert, or movie.



Magazine Layout Design...

- The person responsible for laying out the visual design of a magazine.
- Must consider balance with images, texts, graphics, and the type of audience to target for the magazine design.
- Project idea 1: Create and layout a magazine with the content of your choice. (cover, back, and a handful of pages)
- Project idea 2: Redesign an already existing magazine (cover, back, and a handful of pages)



Interior Design...

- Designs spaces to be safe, functional, and aesthetically pleasing.
- Helps layout a space and select décor.
 - Selects paint colors
 - Furniture
 - Finishes (including doorknobs, outlet covers, etc.)
 - Accents (such as lighting, pillows, etc.)
- Drafts designs by hand and digitally.
- Project idea: Design a floorplan layout for a single space.



Fashion Design...

- Designs and assists with the production of clothing.
- Typically, a fashion designer drafts designs and send them to production, they aren't necessarily doing the sewing, but some are involved in that process.
- Project idea 1: Design an outfit with multiple views of the same piece.
- Project idea 2: Design a small line of 3-4 designs.



Game Design...

- Turns a video game concept into a playable game.
- May also be involved in the concept development.
- Could involve character development or game coding.
- Makes the game functional and enjoyable for the consumer.
- Project idea 1: Develop a character for a game, including their story.
- Project idea 2: Develop a game concept, including their story.



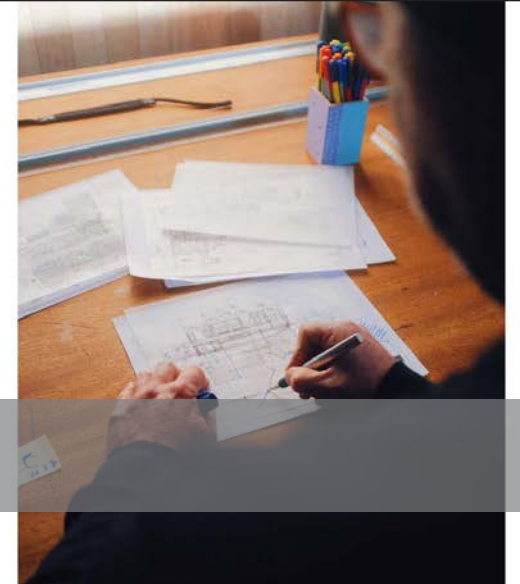
Landscape Architecture...

- A landscape architect or landscape designer develops a plan for an outdoor space.
- This includes drafting by hand and digitally, through programs such as AutoCad.
- Design work includes site analysis, site planning, landscape architecture, and landscape architecture.



Your Grade...

- Project research sheet
- Project concept
- Reflection of design career focus
- Design
- Design board layout
- Creativity
- Effort



Other Design Careers...

- Architect
- Illustration
- Book Cover Design
- Art Director
- Stage Design
- Costume Design
- Website Design
- Graphic Novelist
- Fiber Artist
- Toy Designer
- Photographer
- Accessory Design
- Fashion Merchandising
- Animator
- App Designer
- Urban design
- User experience
- And more...

HANDOUTS

CHOICE PROJECT RESEARCH

Answer the following questions to help guide your choice project. As you develop ideas, consider which computer programs will best support your project.
TIP: You can do a combination of hand drawn and digital elements.

1. What design career interests you most? Why?

2. What type of project does that type of designer typically work on?

3. What other design projects interest you?

6. What elements of design will be the focus of this design? (Elements of design: color, value, line, shape, form, space, texture, typography)

7. What principles of design will be the focus of this design? (Principles of design: balance, contrast, emphasis, hierarchy, movement, pattern, proportion, repetition, rhythm, unity, variety, white space)

8. What will your design include? (A single view, multiple views, your design added to an image, etc.)

9. What methods and program(s) will you use to create your design?

10. How do you plan to layout your design board? What will you include?

11. Is there a specific designer or product that is inspiring your design?

12. List out ideas and complete at least three sketches of your design below or in your sketchbook.

LIST IT	SKETCH IT

and project that interests you. sites, interviews, and other videos. e as you work on your project below:

CHOICE PROJECT CHECKLIST

Make sure you consider the following as you develop and create your design:

Realistic application to a design project/career

Well thought out and researched concept

Use of elements of art

Use of principles of design

Techniques, methods, and programs to create design

Design board presentation and layout

Creative concept

Good execution of design

Effort

DESIGN BOARD

LAYOUT TIPS

The layout of a design board or presentation is as important as the design itself. Use the following tips to create a successful layout.

COLOR:

Use color sparingly in your board, especially if your design is colorful. The purpose of the design board is to show off the design, don't add elements that will compete. Generally, stick to black text and white space. Only use color as a tool to emphasize areas.



EMPHASIS: Use emphasis to highlight important parts of your design, bring attention to the focal point, or focus on specific sections of an image.



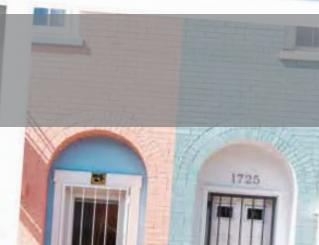
HIERARCHY:

The most important elements should be the largest. For example, the most important visual element should grab your attention first. The board title should be the largest size font.

PLACEMENT: If a text box goes with a visual element, make sure the text box overlaps the image or is placed near it to visually show they go together.



BULLS EYE RULE: place the visual elements in the center and the text on the outside for a more pleasing look. Place text in a way that is easy to read from left to right.



CRITIQUE & RUBRIC

Name: _____

CHOICE PROJECT CRITIQUE

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

1. Which design caught your attention first? Why?

2. Which design best captures the career they focused on? How?

Name: _____

7. Which design best uses unity? What are the unifying elements of the design?

8. Which design best uses typography? What makes it successful?

9. Which artist selected...



Good use of Color



Good use of
Typography



Creative Idea



Good use of Color



Good use of
Typography



Strong Design



Realistic
object



Best Layout of
Design Board

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 had an understanding of 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		
Elements and Principles of			

ED BY ITS COVER CRITIQUE

efully look at every design.
out your critique worksheet.
ect the designs you think go best with the
egories listed.
out the circle picture and place it in front of
design you selected for the category.
i can duplicate all categories except the best
rall design. You can only select one design for
t label.