

ALL-IN-ONE  
GRAPHIC ARTS

LESSON PLANS

TEACHER EDITION  
*CURRICULA LESSON OUTLINE*

PATTY ANN



# **All-in-One Graphic Arts Lesson Plans**

TEACHER EDITION  
Curricula Lesson Outline

**Written & Designed  
By Patty Ann**

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Revisions 2020**

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# A LOOK AT LESSON HIGHLIGHTS

**Assignment 1: Software Application Group Projects**

**Assignment 2: Finding Resources on the Internet**

**Assignment 3: Redesign Outdated Brochures**

**Assignment 4: Publication Types, Formats, & Styles**

**Assignment 5: Image Manipulation**

**Assignment 6: Redesign Your Name in Type**

**Assignment 7: Principles of Graphic Design**

**Assignment 8: Targeting Your Audience**

**Assignment 9: White Space**

**Assignment 10: Logos: A Visual Identity**

**Assignment 11: “Cowdog Culture” Logo**

**Assignment 12: Creating Animation**

**Assignment 13: Tell Us About You!**

**Assignment 14: Complete Design Concept!**

**Assignment 15: Personal Business Card & Letterhead**

**Assignment 16: Copyright & Plagiarism**

**Assignment 17: Create an 8-Page Publication**

**Assignment 18: Careers in Graphic Arts**

## Assignment 2

### Finding Resources on the Internet



#### Target Goal:

Students will research the Internet to find Graphic Design resources and as a class we will compile a list of that will be used throughout the semester.

1. Find at least three resources on the Internet that p GRAPHIC DESIGN. This can include design principles, type style selection, formatting for certain needs (business cards, letterheads), and about anything that will help provide you with creative ideas.
2. Save all three website addresses in a word document, so the links to the websites can be located. For each link put a short explanation on what you value and why you would use this particular site. Put your LAST name and "Graphic Resources" as the name of the doc and save in your Documents folder. Example: your last name.graphic resources.doc
3. You will present your Internet findings to the class. Use the white board so everyone can see your discovery. This is a time for learning and sharing, so enjoy and do not be nervous about going up in front of the group.



# Assignment 5

## Image Manipulation

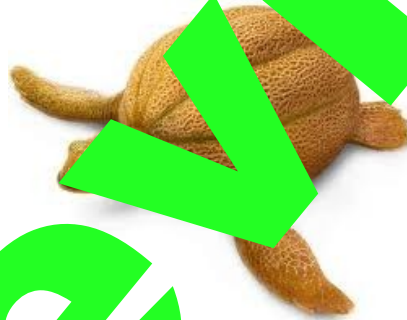


### Target Goal:

Use Photoshop or another program to learn how to manipulate images.

### There are TWO Assignments:

1. You will combine anatomy parts and/or animal features to make a new type of animal.



2. Classmate picture. You will select (or be given) one classmate's photo and rearrange the features so that everyone has to guess who the person is. NO NO anything to your peer's faces that would be considered disrespectful. The point of the assignment is to manipulate something- or someone that you recognize, add or remove features, and you produce a new effect. Keep it fun!



# Assignment 6

## Redesign Your Name in Type



### Target Goal:

Select a type style that speaks to your identity and then improve upon the font by adding flair and fun to your name.

Start by selecting a type style that represents you.

Explore websites for ideas.

Then design and manipulate your name in that type style that says something about your personality.

Change the type style to add to its uniqueness. Type styles are expressive. Pick one that resonates with you then embellish upon the style.

Find a variety of fonts here: <https://www.dafont.com/>

TypeFont

TYPEfont

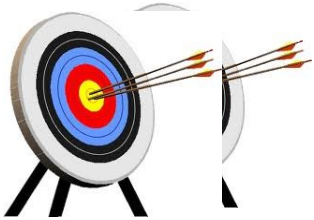
T Y P E F O N T

TypeFont

TYPEFONT

# Assignment 11

## “Cowdog Culture” Logo



### Target Goals:

Invent and create a very precise logo tailored towards a specific clientele.

### Assignment:

Your audience are customers that will buy from a trendy western accessory shop in an upscale old style rural town. Merchandise sold in this shop might include leather products (boots, shoes, sandals, purses); rustic western style furniture (tables, chairs); and accessories such as wall hangings, hats, and clothing. The trademark of this store is that all items are made by local merchants.

### Logo attributes:

1. Old west theme appropriate for audience.
2. The logo will be created in black and white only.
3. The logo must be universal so that it can easily be enlarged for a yard sign or sized for a 1” logo printed on the back of a green card.
4. Cards must include Cowdog Culture; and may or may not include the year. For example > Established 2001.
5. You are the designer and may take liberty with how the letters look. You may choose to use upper and lower case, all upper case, or all lower case such as Cowdog, CowDog, cowdog, or COWDOG. It’s whatever you decide as the designer.

6. You can include a picture, border, white space, or other type of art in the logo.
7. After you have designed the logo, then design a business card, letterhead and envelope to match. Have fun and enjoy the creative process!

**This assignment has two parts.**

**Part 1** is to design a complete logo and then incorporate it into a business card, letterhead and envelope. **THIS PART MUST BE DONE IN BLACK AND WHITE ONLY.**

**Part 2:** Use the SAME format as part 1, but use color in place of the black/white. Use visualization and imagination to choose a color(s) to your theme for all formats.

Your assignment will be judged on its re-production ability. Such as, are the lines of your logo clean and crisp? Does the design scale from 50-100-150% and maintain its integrity? Does the design hold its identity and consistency across all platforms: the business cards, letterhead, and envelope.

Note: It is best to keep the type and logo uncomplicated. It is best to keep a design simple.





# Assignment 18

## Careers in Graphic Arts



**Target Goal:** To gain insight to graphic arts careers and the individual roles that are available in the industry AND incorporate your project design and presentation skills.

**Identify and write a report for 1 career within the graphic arts world:**

1. Choose a Career Choice Related to Graphic Arts.
2. Have the Career *Pre-approved* BEFORE Starting Research.

The following items must be included in your report. If you wish to add in other interesting details that would be a asset to enhancing your grade. These following items must be included in your report as well.

- Interview a minimum of one person who is doing the job you chose.
- Define the job description as per how Human Resources might describe it.
- Determine the type level of education needed for this profession.
- List the work duties that fit within this job description.
- Research the salary of your chosen profession.
- Define working conditions and work sites assigned.

Define the personality traits of the type of person who might enjoy this career.

Put all your information together and organize it~!

- Create a plan for presenting your career choice to the class—be creative!
- Work on your presentation. Be resourceful & think out of the box!

Your project will be graded by the Rubric method.

All written reports are in YOUR OWN WORDS and will be:

- Created in any style of publication you wish.
- Typed, spell checked and neatly formatted.
- Report will have a cover page, a reference page, and a consistent inside design format.
- Each section will have a distinct heading in bold type.
- List all references and resources in the back of your report including names, titles, and phone numbers of any persons interviewed.
- Presentation and format are critical to your project.



There will also be an oral report where you will do a presentation on your findings. This will last for at least 10 minutes with an additional 2-3 minutes for questions (from the class) and answers (from you) about the career you are going to report on. You are the expert and your classmates will get to learn about your profession. Oral presentations can include slideshows, video, plays, websites, quizzes or games that help in learning about your career presentation. However, using media exclusively can only consume 4 minutes of your presentation time unless you are talking along with it. Be creative, use your imagination, and make it fun for you!

## Rubric Grading Suggestion Career Project (100 Points Total)

### Written Report is Worth a Possible 50 Points:

Grade Criteria	Does Not Meet Assignment Criteria 0-1	Meets Assignment Criteria- Minimally 2-3	Assignment Criteria Below Average 4-5	Assignment Criteria Average 6-8	Above Average 9-10
Design elements are organized and formatted in a logical structure					
Content is accurate, complete and includes the required elements					
Copy and graphics communicates to audience effectively					
Assignment goals and overall understandings are shown in work					
Assignment applies writing conventions: is edited and proofread correctly					
Assignment was submitted within time line allowed	Time Not Deducted = 5 Points		Yes (No Points Deducted)		
Assignment To					

## Teacher Aids

### Suggestions for Grading Criteria

Here are guidelines for assigning grades to student work. Adapt some, all, or none of these ideas.

Full credit is given if:

- ~ The assignment is turned in on time
- ~ Completed as per the instructions given
- ~ File docs are named correctly
- ~ PLEASE READ ASSIGNMENT THOROUGHLY

Credit is deducted if:

- ~ File has incorrect file name
- ~ Instructions are not adhered to
- ~ File has problems or assignment not allowed
- ~ Assignment NOT handed in on time. Generally a zero, or points can be deducted. This is at teacher's discretion

Zero Credit is given if:

- ~ Assignment is not turned in on time
- ~ Tests must be made up within 3 days of absences. If you don't make up a test it becomes a zero grade. If you schedule for a test and do not show up the test becomes a zero grade
- ~ Assignment not completed off the mark for what was asked for

Make ups only allowed by permission (for example being sick)

Once an assignment is graded and entered into the grade book it cannot be re-submitted and/or re-graded. Also once an assignment receives a "0" this is the grade given. This is typically the result of not handing in an assignment within the time line required. (Only occasionally a "5" out of 5 will be granted for late assignments.)

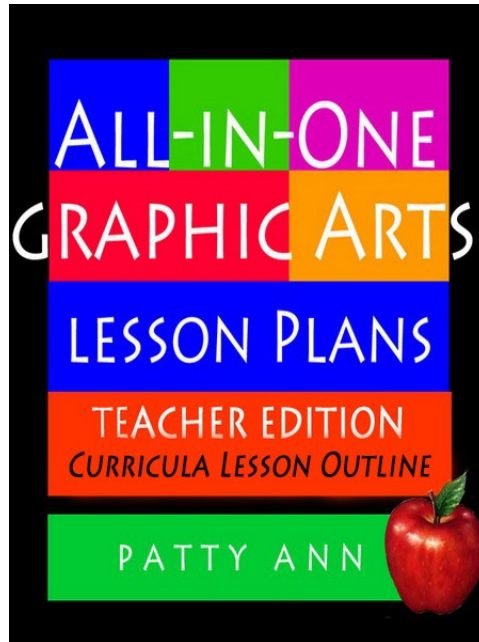
## Proposed Grading Rubrics

This is a generic Rubric that can be used to grade assignments and maybe modified as needed.

Grade Criteria	Does Not Meet Assignment Criteria 0	Meets Assignment Criteria-Minimally 1	Assignment Below Average 2	Assignment Criteria Average 3	Assignment Criteria Above Average 4
Assignment includes required elements					
Assignment is complete and accurate in detail					
Assignment addresses objectives and meets goals					
Assignment was submitted on time					
Assignment Total					

Preview

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**Thank YOU!**