

CARROLL HIGH SCHOOL LESSON PLANS

Lisenby - Intro to Advertising Design - Mar13-17, 2017

Subject:	Monday	Tuesday	Wednesday	Thursday	Friday
ACCRS:	1.) Identify rules, regulations, employability skills, and their purposes related to the advertising design program. 5.) Demonstrate rendering skills and techniques used in advertising design. 10.) Demonstrate skills in desktop publishing as they apply to advertising design.	1.) Identify rules, regulations, employability skills, and their purposes related to the advertising design program. 5.) Demonstrate rendering skills and techniques used in advertising design. 10.) Demonstrate skills in desktop publishing as they apply to advertising design.	11.) Critique advertising design projects for compositional accuracy.	6.) Apply color psychology and basic methods of digital color management to advertising design. 7.) Identify the role of color in marketing and branding through advertising design projects. 5.) Demonstrate rendering skills and techniques used in advertising design.	6.) Apply color psychology and basic methods of digital color management to advertising design. 7.) Identify the role of color in marketing and branding through advertising design projects. 5.) Demonstrate rendering skills and techniques used in advertising design.
Before:	Motivation Monday	True to you Tuesday	What/Who do you want to be Wednesday	Reflection Thursday	Finish Friday
During:	Continue designer resume lesson: Students are to create their own resume using a grid type layout with designer elements based off of inspiration assignment.	Continue designer resume lesson: Students are to create their own resume using a grid type layout with designer elements based off of inspiration assignment. Last Day	Project Critique of resume designs discussing grid usage and layout accuracy.	Students will be introduced to creating Info graphics using color psychology and methods for using color	Students will be introduced to creating Info graphics using color psychology and methods for using color
After:	Equipment shutdown return to cart.	Google Classroom turn-in Equipment shutdown return to cart.	Equipment shutdown return to cart.	Equipment shutdown return to cart.	Equipment shutdown return to cart.
Desired Outcome:	Students will learn how to use InDesign to publish high quality documents across a full spectrum of digital and print media.	Students will learn how to use InDesign to publish high quality documents across a full spectrum of digital and print media.	Students will learn how to apply constructive criticism of designed work to improve future designs.	Students will learn how to use color to persuade target audience.	Students will learn how to use color to persuade target audience.
Formative/ Summative	Assessing students creativity and skills based on performance.	Assessing students creativity and skills based on performance.	Assessing students creativity and skills based on performance.	Assessing students creativity and skills based on performance.	Assessing students creativity and skills based on performance.
Higher Order Questions:	What is InDesign? How is InDesign used to create documents? How is illustrator and photoshop compatible with InDesign?	What is InDesign? How is InDesign used to create documents? How is illustrator and photoshop compatible with InDesign?	How do you properly critique work? What can be improved?		