CARROLL HIGH SCHOOL LESSON PLANS

Lisenby - Intro to Advertising Design - Mar 20-24, 2017

Subject:	Monday	ising Design - Mar 20-24, 20: Tuesday	Wednesday	Thursday	Friday
ACCRS:	1.) Identify rules,	6.) Apply color	6.) Apply color	6.) Apply color	6.) Apply color
ACCRO.	regulations,	psychology and basic	psychology and basic	psychology and basic	psychology and basic
	•	methods of digital color	methods of digital color	methods of digital color	methods of digital color
	employability skills,	•	_	_	_
	and their purposes	management to	management to	management to	management to
	related to the	advertising design. 7.)	advertising design. 7.)	advertising design. 7.)	advertising design. 7.)
	advertising design	Identify the role of color	Identify the role of color	Identify the role of color	Identify the role of
	program. 5.)	in marketing and	in marketing and	in marketing and	color in marketing and
	Demonstrate	branding through	branding through	branding through	branding through
	rendering skills and	advertising design	advertising design	advertising design	advertising design
	techniques used in	projects. 5.) Demonstrate	projects. 5.)	projects. 5.)	projects. 5.)
	advertising design.	rendering skills and	Demonstrate rendering	Demonstrate rendering	Demonstrate rendering
	10.) Demonstrate	techniques used in	skills and techniques	skills and techniques	skills and techniques
	skills in desktop	advertising design.	used in advertising	used in advertising	used in advertising
	publishing as they		design.	design.	design.
	apply to advertising				
	design.				
Before:	Motivation Monday	True to you Tuesday	What/Who do you	Reflection Thursday	Finish Friday
peiore.	iviotivation ivionuay	True to you ruesuay	want to be	nenection mursuay	iniisii i iuay
			want to be		
Dunine:	Continue designer	Continuo frances	Continuo arastina	Continuo oraștina	Continue susstine
During:	Continue designer	Continue from google	Continue creating	Continue creating	Continue creating
	resume lesson Part 2:	classroom on creating	infographics using	infographics using	infographics using
	Students are to	infographics using color	color psychology and	color psychology and	color psychology and
	re-create their	psychology and	methods for using	methods for using	methods for using
	resume according to	methods for using color	color	color	color
	critique correction				
	suggestions.				
	-				
	Turn-in corrections				
	If Calabard as Carda				
	If finished refer to				
	google classroom				
After:	Equipment shutdown	Equipment shutdown	Equipment shutdown	Equipment shutdown	Equipment shutdown
Aitei.	return to cart.	return to cart.	return to cart.	return to cart.	return to cart.
	return to cart.	return to cart.	return to cart.	return to cart.	return to cart.
Desired	Students will learn	Students will learn how	Students will learn how	Students will learn how	Students will learn
Outcome:	how to use InDesign	to use color to persuade	to use color to	to use color to	how to use color to
	to publish high	target audience.	persuade target	persuade target	persuade target
	quality documents		audience.	audience.	audience.
	across a full spectrum				
	of digital and print				
	media.				
Formative/	Assessing students	Assessing students	Assessing students	Assessing students	Assessing students
Summative	creativity and skills	creativity and skills	creativity and skills	creativity and skills	creativity and skills
Jannative	based on	based on performance.	based on performance.	based on performance.	based on
	performance.	based on periormance.	basea on periorilance.	based on periormance.	performance.
	periorinance.				periormance.
Higher	What is InDesign?	What is an infographic?	What is an	What is an	What is an
Order	How is InDesign used	What colors revoke	infographic? What	infographic? What	infographic? What
Questions:	to create documents?	certain emotions? How	colors revoke certain	colors revoke certain	colors revoke certain
Questions.	How is illustrator and	can I communicate	emotions? How can I	emotions? How can I	emotions? How can I
	photoshop	using icons? What is the	communicate using	communicate using	communicate using
	compatible with	best layout technique to	icons? What is the best	icons? What is the best	icons? What is the
	InDesign?	communicate	layout technique to	layout technique to	best layout technique
		informative information	communicate	communicate	to communicate
		to a target audience?	informative	informative	informative
			information to a target	information to a target	information to a target
l.			audience?	audience?	audience?