CARROLL HIGH SCHOOL LESSON PLANS

Lisenby - Intro to Advertising Design - Apr 3-7, 2017

Subject:	Monday	Tuesday	Wednesday	Thursday	Friday
ACCRS:	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.	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.	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	Reflection Thursday	Finish Friday
During:	Using knowledge of color Psychology and methods for using color. Photoshop lesson on creating a duotone cutout pop art effect a spotify apple music look.	Using knowledge of color Psychology and methods for using color. Photoshop lesson on creating a duotone cutout pop art effect a spotify apple music look.	Using knowledge of color Psychology and methods for using color. Photoshop lesson on creating a duotone cutout pop art effect a spotify apple music look.	Using knowledge of color Psychology and methods for using color. Photoshop lesson on creating a duotone cutout pop art effect a spotify apple music look.	Using knowledge of color Psychology and methods for using color. Photoshop lesson on creating a duotone cutout pop art effect a spotify apple music look.
After:	Equipment shutdown return to cart.	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 color to persuade target audience.	Students will learn how to use color to persuade target audience.	Students will learn how to use color to persuade target audience.	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 a duotone effect? What is pop art? How do music companies use color in their ads? What colors revoke certain emotions? How can I communicate a message or feeling using certain color combinations?	What is a duotone effect? What is pop art? How do music companies use color in their ads? What colors revoke certain emotions? How can I communicate a message or feeling using certain color combinations?	What is a duotone effect? What is pop art? How do music companies use color in their ads? What colors revoke certain emotions? How can I communicate a message or feeling using certain color combinations?	What is a duotone effect? What is pop art? How do music companies use color in their ads? What colors revoke certain emotions? How can I communicate a message or feeling using certain color combinations?	What is a duotone effect? What is pop art? How do music companies use color in their ads? What colors revoke certain emotions? How can I communicate a message or feeling using certain color combinations?