CARROLL HIGH SCHOOL LESSON PLANS

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

Subject:	Monday	Tuesday	Wednesday	Thursday	Friday
ACCRS:	6.) Apply color	6.) Apply color	6.) Apply color	6.) Apply color	6.) Apply color
Accus.	psychology and basic	psychology and basic	psychology and basic	psychology and basic	psychology and basic
	methods of digital	methods of digital color	methods of digital color	methods of digital color	methods of digital color
	color management to	management to	management to	management to	management to
	advertising design. 7.)	advertising design. 7.)	advertising design. 7.)	advertising design. 7.)	advertising design. 7.)
	Identify the role of	Identify the role of color	Identify the role of color	Identify the role of color	Identify the role of
	color in marketing and	in marketing and	in marketing and	in marketing and	color in marketing and
	branding through	branding through	branding through	branding through	branding through
	advertising design	advertising design	advertising design	advertising design	advertising design
	projects. 5.)	projects. 5.) Demonstrate	projects. 5.)	projects. 5.)	projects. 5.)
	Demonstrate	rendering skills and	Demonstrate rendering	Demonstrate rendering	Demonstrate rendering
	rendering skills and	techniques used in	skills and techniques	skills and techniques	skills and techniques
	techniques used in	advertising design.	used in advertising	used in advertising	used in advertising
	advertising design.	davertising design.	design.	design.	design.
	auvertising design.		design.	design.	design.
Before:	Motivation Monday	True to you Tuesday	What/Who do you want to be	Reflection Thursday	Finish Friday
During:	Using knowledge of	Using knowledge of	Using knowledge of	Using knowledge of	Using knowledge of
	color Psychology and	color Psychology and	color Psychology and	color Psychology and	color Psychology and
	methods for using	methods for using color.	methods for using	methods for using	methods for using
	color. Photoshop	Photoshop lesson on	color. Photoshop	color. Photoshop	color. Photoshop
	lesson on creating a	creating a duotone	lesson on creating a	lesson on creating a	lesson on creating a
	duotone cutout pop	cutout pop art effect a	duotone cutout pop art	duotone cutout pop art	duotone cutout pop
	art effect a spotify	spotify apple music	effect a spotify apple	effect a spotify apple	art effect a spotify
	apple music look.	look.	music look.	music look.	apple music look.
After:	Equipment shutdown	Equipment shutdown	Equipment shutdown	Equipment shutdown	Equipment shutdown
	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 color to	to use color to persuade	to use color to	to use color to	how to use color to
	persuade target	target audience.	persuade target	persuade target	persuade target
	audience.		audience.	audience.	audience.
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
	based on	based on performance.	based on performance.	based on performance.	based on
	performance.				performance.
Higher	What is a duotone	What is a duotone	What is a duotone	What is a duotone	What is a duotone
Order	effect? What is pop	effect? What is pop art?	effect? What is pop	effect? What is pop	effect? What is pop
Questions:	art? How do music	How do music	art? How do music	art? How do music	art? How do music
	companies use color	companies use color in	companies use color in	companies use color in	companies use color in
	in their ads? What	their ads? What colors	their ads? What colors	their ads? What colors	their ads? What colors
	colors revoke certain	revoke certain	revoke certain	revoke certain	revoke certain
	emotions? How can I	emotions? How can I	emotions? How can I	emotions? How can I	emotions? How can I
	communicate a	communicate a message	communicate a	communicate a	communicate a
	message or feeling	or feeling using certain	message or feeling	message or feeling	message or feeling
				1	1
	using certain color	color combinations?	using certain color	using certain color	using certain color