CARROLL HIGH SCHOOL LESSON PLANS

Lisenby - Intro to Advertising Design - Apr 10-14, 2017

Subject:	Monday	Tuesday	Wednesday	Thursday	Friday
ACCRS:	6.) Apply color	6.) Apply color	6.) Apply color	6.) Apply color	-
	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	
	color management to	management to	management to	management to	
	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	
	color in marketing and	in marketing and	in marketing and	in marketing and	
	branding through	branding through	branding through	branding through	
	advertising design	advertising design	advertising design	advertising design	
	projects. 5.)	projects. 5.) Demonstrate	projects. 5.)	projects. 5.)	
	Demonstrate	rendering skills and	Demonstrate rendering	Demonstrate rendering	
	rendering skills and	techniques used in	skills and techniques	skills and techniques	
	techniques used in	advertising design.	used in advertising	used in advertising	
	advertising design.	davertising design.	design.	design.	
	duvertising design.		design.	design.	
Before:	Motivation Monday	True to you Tuesday	What/Who do you want to be	Reflection Thursday	Good Friday
			Walle to be		
During:	Using knowledge of	Using knowledge of	Using knowledge of	Using knowledge of	
	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	
	color. Photoshop	Photoshop lesson on	color. Photoshop	color. Photoshop	
	lesson on creating a	creating a duotone	lesson on creating a	lesson on creating a	
	duotone cutout pop	cutout pop art effect a	duotone cutout pop art	duotone cutout pop art	
		spotify apple music		effect a spotify apple	
	art effect a spotify	look.	effect a spotify apple		
After:	apple music look. Equipment shutdown	Equipment shutdown	music look. Equipment shutdown	music look. Equipment shutdown	
	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	
Outcome:	how to use color to	to use color to persuade	to use color to	to use color to	
outcome.	persuade target	target audience.	persuade target	persuade target	
	audience.	target addience.	audience.	audience.	
	audience.		audience.	audience.	
Formative/	Accessing students	According students	Accossing students	Accessing students	
Summative	Assessing students creativity and skills	Assessing students creativity and skills	Assessing students creativity and skills	Assessing students creativity and skills	
Julillative	based on	based on performance.		1	
		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	
Order	effect? What is pop	effect? What is pop art?	effect? What is pop	effect? What is pop	
Questions:	art? How do music	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	
	in their ads? What	their ads? What colors	their ads? What colors	their ads? What colors	
	colors revoke certain	revoke certain	revoke certain	revoke certain	
	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	
	message or feeling	or feeling using certain	message or feeling	message or feeling	
	using certain color	color combinations?	using certain color	using certain color	
	using certain color	COIOI COIIIDIIIations:	using certain color	using certain color	