

# CARROLL HIGH SCHOOL LESSON PLANS

Lisenby - Intro to Advertising Design - Apr 24-28, 2017

Subject:	Monday	Tuesday	Wednesday	Thursday	Friday
<b>ACCRS:</b>	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. 9.) Demonstrate strategic processes in advertising design, including techniques of research and analysis, thinking, and copywriting.	3.) Solve advertising design problems using media, techniques, and processes. 7.) Identify the role of color in marketing and branding through advertising design projects. 5.) Demonstrate rendering skills and techniques used in advertising design. 9.) Demonstrate strategic processes in advertising design, including techniques of research and analysis, thinking, and copywriting.	3.) Solve advertising design problems using media, techniques, and processes. 7.) Identify the role of color in marketing and branding through advertising design projects. 5.) Demonstrate rendering skills and techniques used in advertising design. 9.) Demonstrate strategic processes in advertising design, including techniques of research and analysis, thinking, and copywriting.	3.) Solve advertising design problems using media, techniques, and processes. 7.) Identify the role of color in marketing and branding through advertising design projects. 5.) Demonstrate rendering skills and techniques used in advertising design. 9.) Demonstrate strategic processes in advertising design, including techniques of research and analysis, thinking, and copywriting.	3.) Solve advertising design problems using media, techniques, and processes. 7.) Identify the role of color in marketing and branding through advertising design projects. 5.) Demonstrate rendering skills and techniques used in advertising design. 9.) Demonstrate strategic processes in advertising design, including techniques of research and analysis, thinking, and copywriting.
<b>Before:</b>	Motivation Monday	True to you Tuesday	What/Who do you want to be	Reflection Thursday	Finish Friday
<b>During:</b>	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.  Group Critique Session	Photoshop Tutorial: Airbrushed Film Poster Style Photo Effect  Students are going to create a poster plan using the design process.	Continue Photoshop Tutorial: Airbrushed Film Poster Style Photo Effect  Students are to follow the tutorial creating their own version of the poster style to photo.	Continue Photoshop Tutorial: Airbrushed Film Poster Style Photo Effect  Students are to follow the tutorial creating their own version of the poster style to photo.	Continue Photoshop Tutorial: Airbrushed Film Poster Style Photo Effect  Students are to add background effect and typography to poster.
<b>After:</b>	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.
<b>Desired Outcome:</b>	Students will learn how to use color to persuade target audience.	Students will learn how to apply a mix of filters and adjustments we can apply to a photograph to mimic the retro style airbrushed painted look associated with classic film posters	Students will learn how to apply a mix of filters and adjustments we can apply to a photograph to mimic the retro style airbrushed painted look associated with classic film posters	Students will learn how to apply a mix of filters and adjustments we can apply to a photograph to mimic the retro style airbrushed painted look associated with classic film posters	Students will learn how to apply a mix of filters and adjustments we can apply to a photograph to mimic the retro style airbrushed painted look associated with classic film posters
<b>Formative/ Summative</b>	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.
<b>Higher Order Questions:</b>	What is a duotone effect? What is pop art? How do music companies use color in their ads? What colors evoke certain emotions? How can I communicate a message or feeling using certain color combinations?	How were retro posters created during their time of development? What Photoshop effects can you apply to create a painted look? What typographical effects were used on retro movie posters?	How were retro posters created during their time of development? What Photoshop effects can you apply to create a painted look? What typographical effects were used on retro movie posters?	How were retro posters created during their time of development? What Photoshop effects can you apply to create a painted look? What typographical effects were used on retro movie posters?	How were retro posters created during their time of development? What Photoshop effects can you apply to create a painted look? What typographical effects were used on retro movie posters?