CARROLL HIGH SCHOOL LESSON PLANS

Lisenby - Intro to Advertising Design - May 1-5, 2017

Cubicati		Tuesday	Modesada	Thursday	Erido.
Subject:	Monday 2 \ Solve advertising	Tuesday	Wednesday 3.) Solve advertising	Thursday 3.) Solve advertising	Friday
ACCRS:	3.) Solve advertising	3.) Solve advertising	, ,	, ,	3.) Solve advertising design
	design problems using	design problems using	design problems using	design problems using	problems using media,
	media, techniques, and	media, techniques, and	media, techniques, and	media, techniques, and	techniques, and processes.
	processes. 7.) Identify the role of color in	processes. 7.) Identify the	processes. 7.) Identify	processes. 7.) Identify the role of color in marketing	7.) Identify the role of color
		role of color in marketing and branding through	the role of color in marketing and branding	and branding through	in marketing and branding through advertising design
	marketing and branding				projects. 5.) Demonstrate
	through advertising	advertising design	through advertising design projects. 5.)	advertising design projects. 5.) Demonstrate	rendering skills and
	design projects. 5.) Demonstrate rendering	projects. 5.) Demonstrate rendering skills and	Demonstrate rendering	rendering skills and	techniques used in
	skills and techniques	techniques used in	skills and techniques	techniques used in	advertising design. 9.)
	used in advertising	advertising design. 9.)	used in advertising	advertising design. 9.)	Demonstrate strategic
	design. 9.) Demonstrate	Demonstrate strategic	design. 9.) Demonstrate	Demonstrate strategic	processes in advertising
	strategic processes in	processes in advertising	strategic processes in	processes in advertising	design, including techniques
	advertising design,	design, including	advertising design,	design, including	of research and analysis,
	including techniques of	techniques of research	including techniques of	techniques of research	thinking, and copywriting.
	research and analysis,	and analysis, thinking,	research and analysis,	and analysis, thinking, and	ciminally and copy interns.
	thinking, and	and copywriting.	thinking, and	copywriting.	
	copywriting.	and copy mining.	copywriting.	SSP / 1111.111.118.	
Before:	Reflection Thursday	Reflection Thursday	What/Who do you want	Reflection Thursday	Finish Friday
			to be		,
During:	Continue Photoshop	Continue Photoshop	Continue Photoshop	Continue Photoshop	Continue Photoshop
- 	Tutorial: Airbrushed	Tutorial: Airbrushed Film	Tutorial: Airbrushed	Tutorial: Airbrushed Film	Tutorial: Airbrushed Film
	Film Poster Style Photo	Poster Style Photo Effect	Film Poster Style Photo	Poster Style Photo Effect	Poster Style Photo Effect
	Effect		Effect		
		Students are to follow		Students are to follow	Students are to add
	Students are to follow	the tutorial creating	Students are to follow	the tutorial creating their	background effect and
	the tutorial creating	their own version of the	the tutorial creating	own version of the poster	typography to poster.
	their own version of the	poster style to photo.	their own version of the	style to photo.	
	poster style to photo.		poster style to photo.	, .	
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 how	Students will learn how	Students will learn how	Students will learn how	Students will learn how to
Outcome:	to apply a mix of filters	to apply a mix of filters	to apply a mix of filters	to apply a mix of filters	apply a mix of filters and
	and adjustments we	and adjustments we can	and adjustments we	and adjustments we can	adjustments we can apply
	can apply to a	apply to a photograph to	can apply to a	apply to a photograph to	to a photograph to mimic
	photograph to mimic	mimic the retro style	photograph to mimic	mimic the retro style	the retro style airbrushed
	the retro style	airbrushed painted look	the retro style	airbrushed painted look	painted look associated
	airbrushed painted look	associated with classic	airbrushed painted look	associated with classic	with classic film posters
	associated with classic	film posters	associated with classic	film posters	
	film posters		film posters		Step 2 PS - text effects
		Step 2 PS - text effects		Step 2 PS - text effects	lab
	Last day - step 1 PS	introduction	Step 2 PS - text effects	lab	
	photo effect turn-in		lab		
Formative/	Assessing students	Assessing students	Assessing students	Assessing students	Assessing students
Summative	creativity and skills	creativity and skills	creativity and skills	creativity and skills based	creativity and skills based
	based on performance.	based on performance.	based on performance.	on performance.	on performance.
Higher	How were retro posters	How were retro posters	How were retro posters	How were retro posters	How were retro posters
Order	created during their	created during their	created during their	created during their time	created during their time of
Questions:	time of development?	time of development?	time of development?	of development? What	development? What
	What Photoshop effects	What Photoshop effects	What Photoshop effects	Photoshop effects can	Photoshop effects can you
	can you apply to create	can you apply to create	can you apply to create	you apply to create a	apply to create a painted
	a painted look? What	a painted look? What	a painted look? What	painted look? What	look? What typographical
	typographical effects	typographical effects	typographical effects	typographical effects	effects were used on retro
	were used on retro	were used on retro	were used on retro	were used on retro	movie posters?
	movie posters?	movie posters?	movie posters?	movie posters?	