

CARROLL HIGH SCHOOL LESSON PLANS

Lisenby - Intro to Advertising Design - May 8-12, 2017

Subject:	Monday	Tuesday	Wednesday	Thursday	Friday
ACCRS:	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.	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.
Before:	Reflection Thursday	Reflection Thursday	What/Who do you want to be	Reflection Thursday	Finish Friday
During:	Continue Photoshop Tutorial: Airbrushed Film Poster Style Photo Effect Students are to add background effect and typography to poster. Step 2 PS - text effects	Continue Photoshop Tutorial: Airbrushed Film Poster Style Photo Effect Students are to add background effect and typography to poster. Step 2 PS - text effects	Continue Photoshop Tutorial: Airbrushed Film Poster Style Photo Effect Students are to add background effect and typography to poster. Step 3 PS - background	Continue Photoshop Tutorial: Airbrushed Film Poster Style Photo Effect Students are to add background effect and typography to poster. Step 4 PS - extra content	Continue Photoshop Tutorial: Airbrushed Film Poster Style Photo Effect Students are to add background effect and typography to poster. Last Day for finishing touches and Turn-In
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 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 Step 2 PS - text effects lab	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 Step 2 PS - text effects lab	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 Step 2 PS - text effects lab
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:	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?	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?