CARROLL HIGH SCHOOL LESSON PLANS

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

	Lisenby - Intro to Advertisi		I	I	
Subject:	Monday	Tuesday	Wednesday	Thursday	Friday
ACCRS:	3.) Solve advertising	3.) Solve advertising	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	processes. 7.) Identify the	processes. 7.) Identify	processes. 7.) Identify the	7.) Identify the role of color
	the role of color in	role of color in marketing	the role of color in	role of color in marketing	in marketing and branding
	marketing and branding	and branding through	marketing and branding	and branding through	through advertising design
	through advertising	advertising design	through advertising	advertising design	projects. 5.) Demonstrate
	design projects. 5.)	projects. 5.) Demonstrate	design projects. 5.)	projects. 5.) Demonstrate	rendering skills and
	Demonstrate rendering	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	
	thinking, and	and copywriting.	thinking, and	copywriting.	
	copywriting.		copywriting.		
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
o·	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	. cote. ot, e : noto Enect	Effect	Today Style i moto Emedi	Toster Styre I moto Emedi
		Students are to add	2660	Students are to add	Students are to add
	Students are to add	background effect and	Students are to add	background effect and	background effect and
	background effect and	typography to poster.	background effect and	typography to poster.	typography to poster.
	typography to poster.	-,,p-8,-p-1, p-1-1-1	typography to poster.	o, pograpin, to posteri	, , , , , , , , , , , , , , , , , , ,
	typeBraphy to poster.	Step 2 PS - text effects	typog.apy to poster.	Step 4 PS - extra content	Last Day for finishing
	Step 2 PS - text effects	Step 2 : 5 text encous	Step 3 PS - background	Step 1 10 catio content	touches and Turn-In
	Step 213 text effects		Step 3 1 3 Buckground		touches and Turn in
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	Ctudents will learn how	Ctudonts will loom how	Students will learn how to
		Students will learn how	Students will learn how to apply a mix of filters	Students will learn how	Students will learn how to
Outcome:	to apply a mix of filters	to apply a mix of filters	and adjustments we	to apply a mix of filters	apply a mix of filters and
	and adjustments we	and adjustments we can		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	Stop 2 DC tout offerto
	film posters		film posters	C+ 2 DC +- 1 - ff 1 -	Step 2 PS - text effects
			C+ 2 DC +- + - **	Step 2 PS - text effects	lab
			Step 2 PS - text effects	lab	
			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?