

IAA Curriculum

Content Area	Digital Arts	Grade	7
Course Name	Digital Arts Rotation 7		

Unit	Unit 1: What is Graphic Design					
Concepts	Unit 1 offers an overview of what graphic design is and the immense professional opportunities it provides. Students will be inspired by the great works of past and present iconic graphic designers, and will be introduced to the most popular design sites encompassing work within the various industries that graphic designers work in.					
Big Ideas	What is graphic design? What do graphic designers do? How do we as potential designers but also consumers navigate in a world where everything we touch and see is designed for us to have a specific reaction to?					
Essential Understandings	Though often overlooked, Graphic Design surrounds us: it is the signs we read, the products we buy, and the rooms we inhabit. Graphic designers find beauty within limitations, working towards the ultimate goal of visually communicating a message. Utilizing a language of type and imagery, graphic designers try to make every aspect of our lives defined and beautiful.					
Competencies	<ul style="list-style-type: none"> • A definition of graphic design. • An introduction to pivotal historic and contemporary designers. • An introduction to the various specialities included in the graphic design profession. • An introduction to online design resources that will inspire and enrich student's education throughout the course. 					
Dates (estimates only)	Smart Objectives	Instructional Strategies and Activities	PA CC Standards	Keystone or PSSA Anchors	Keystone / PSSA Eligible Content	Vocabulary
(5-7 days)	Develop a general knowledge of what Graphic Design is	Various teaching methods will be used during the course. Handouts and discussion will be used, however, most of the instruction of this course will be a hands on instruction, in groups and individually. Live demonstrations will be made by the instructor then repeated and practiced by the students with one-on-one interaction to check for understanding. Real-time lessons				Images Symbols Artwork Visualization Graphic Design Web Design Multimedia Animation Environmental Design Packaging Design Advertising

		will take place in a large group with the teacher on the computer using the projector or Apple TV, students working on their own computers with the teacher. Individual proofing and consulting will take place after demonstrations take place and art projects begin. Group critiques and individual evaluation will take place upon completion of art projects. During the course of the year students will be given the opportunity to review design books and magazines, as well as review websites for potential ideas for new projects.				
	Identify different industries and career paths for Graphic Design					
	Be able to name and reference iconic Graphic Designers					
	Identify skills needed for success in various areas of Graphic Design					
Resources	Adobe Creative Cloud, PBS, YouTube, AIGA, 99designs.com, The Noun Project, Behance, Adobe Color, Niice, Unsplash, Drawkit, Dafont, Print Magazine, Communication Arts					
Formative Assessments	Class participation, design trivia, one on one interactions and critiques, class critiques, design projects, quizzes, and tests.					
Summative Assessments	Completion of projects showing mastery of the covered unit topics, quizzes, and tests.					
Strategies for ELL and IEP Support	One on one instruction, Check in's and translations, Verbal/non verbal cues to stay on task, Modified independent practice, Modified exit ticket, Modified Assessment, Extended time if necessary					

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Unit	Unit 2: Digital Citizenship and Intellectual Property					
Concepts	This unit will examine the professional and ethical issues involved in the visual communications and design industries. Students will see examples of plagiarism in art and participate in a discussion and/or research about fair use, copyright and originality. It is the expectation that students create original artwork inspired by their own photos, drawings, and experiences with minimal use of appropriated images.					
Big Ideas	What are the legal uses of a production that is under copyright? What is copyright infringement? What are its consequences? Why are ethics in graphics and design important? What are some common ethical violations in graphics and design, and how do you avoid them?					
Essential Understandings	Identify basic copyright issues for graphic communications and design industries to include understanding the use of Creative Commons copyright, and the consequences of copyright infringement. Explain ethics issues for the graphic communications and design industries.					
Competencies	<ul style="list-style-type: none"> • Understand how designs are protected by copyright laws • Understand the consequences for violating that protection, and the exceptions to that protection. • Understand how violation of ethics can have an adverse effect on the industry and their productions 					
Dates (estimates only)	Smart Objectives	Instructional Strategies and Activities	PA CC Standards	Keystone or PSSA Anchors	Keystone / PSSA Eligible Content	Vocabulary
(3-5 days)	Understand how designs are protected by copyright laws	Various teaching methods will be used during the course. Handouts and discussion will be used, however, most of the instruction of this course will be a hands on instruction, in groups and individually. Live demonstrations will be made by the instructor then repeated and practiced by the students with one-on-one interaction to check for understanding. Real-time lessons will take place in a large group with the teacher on the computer using the				Digital Citizenship Plagiarism Copyright Fair Use Public Domain Ethics Intellectual Property

		projector or Apple TV, students working on their own computers with the teacher. Individual proofing and consulting will take place after demonstrations take place and art projects begin. Group critiques and individual evaluation will take place upon completion of art projects. During the course of the year students will be given the opportunity to review design books and magazines, as well as review websites for potential ideas for new projects.				
	Understand the consequences for violating that protection, and the exceptions to that protection.					
	Understand how violation of ethics can have an adverse effect on the industry and their productions					
Resources	Adobe Creative Cloud, PBS, YouTube, AIGA, 99designs.com, The Noun Project, Behance, Adobe Color, Niice, Unsplash, Drawkit, Dafont, Print Magazine, Communication Arts					
Formative Assessments	Class participation, design trivia, one on one interactions and critiques, class critiques, design projects, quizzes, and tests.					
Summative Assessments	Completion of projects showing mastery of the covered unit topics, quizzes, and tests.					
Strategies for ELL and IEP Support	One on one instruction, Check in's and translations, Verbal/non verbal cues to stay on task, Modified independent practice, Modified exit ticket, Modified Assessment, Extended time if necessary					
Acceleration Strategies	One on one instruction, Modified independent practice, Modified exit ticket, Modified Assessment, Modified/Advanced version of Assignments, Extra Credit Projects					

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Unit	Unit 3: Elements of Design					
Concepts	Graphic art is an art form that combines images, words, and ideas to communicate a message. In Unit 3 students will be introduced to the basic elements or “building blocks” of design that come together to create final concepts. These elements include point, line, shape, form, texture, value, and space.					
Big Ideas	How do you make design decisions using the visual language of a designer? How do artists and designers use fundamental techniques of image making—points, lines, and shapes for example—differently? How do they use them similarly? How can the elements of design be used expressively?					
Essential Understandings	The elements of design are the building blocks of any strong concept and design. When used properly they are able to expressively communicate thoughts and ideas through their design.					
Competencies	<ul style="list-style-type: none"> • A working knowledge of the design elements and how to use them. • Learn, study, refine, and practice the use of design elements to solve graphic problems. • Apply elements of design to investigate, create, communicate, and produce graphic works of art. 					
Dates (estimates only)	Smart Objectives	Instructional Strategies and Activities	PA CC Standards	Keystone or PSSA Anchors	Keystone / PSSA Eligible Content	Vocabulary
(10-15 days)	List the elements of design	Various teaching methods will be used during the course. Handouts and discussion will be used, however, most of the instruction of this course will be a hands on instruction, in groups and individually. Live demonstrations will be made by the instructor then repeated and practiced by the students with one-on-one interaction to check for understanding. Real-time lessons will take place in a large group with the teacher on the computer using the projector or Apple TV, students working on their own computers with the teacher.				Point Line Shape Form Texture Value Space

		Individual proofing and consulting will take place after demonstrations take place and art projects begin. Group critiques and individual evaluation will take place upon completion of art projects. During the course of the year students will be given the opportunity to review design books and magazines, as well as review websites for potential ideas for new projects.				
	Apply the elements of design					
	Describe the use of the elements of design to express mood in digital or traditional artwork found in the commercial environment.					
Resources	Adobe Creative Cloud, PBS, YouTube, AIGA, 99designs.com, The Noun Project, Behance, Adobe Color, Niice, Unsplash, Drawkit, Dafont, Print Magazine, Communication Arts					
Formative Assessments	Class participation, design trivia, one on one interactions and critiques, class critiques, design projects, quizzes, and tests.					
Summative Assessments	Completion of projects showing mastery of the covered unit topics, quizzes, and tests.					
Strategies for ELL and IEP Support	One on one instruction, Check in's and translations, Verbal/non verbal cues to stay on task, Modified independent practice, Modified exit ticket, Modified Assessment, Extended time if necessary					
Acceleration Strategies	One on one instruction, Modified independent practice, Modified exit ticket, Modified Assessment, Modified/Advanced version of Assignments, Extra Credit Projects					

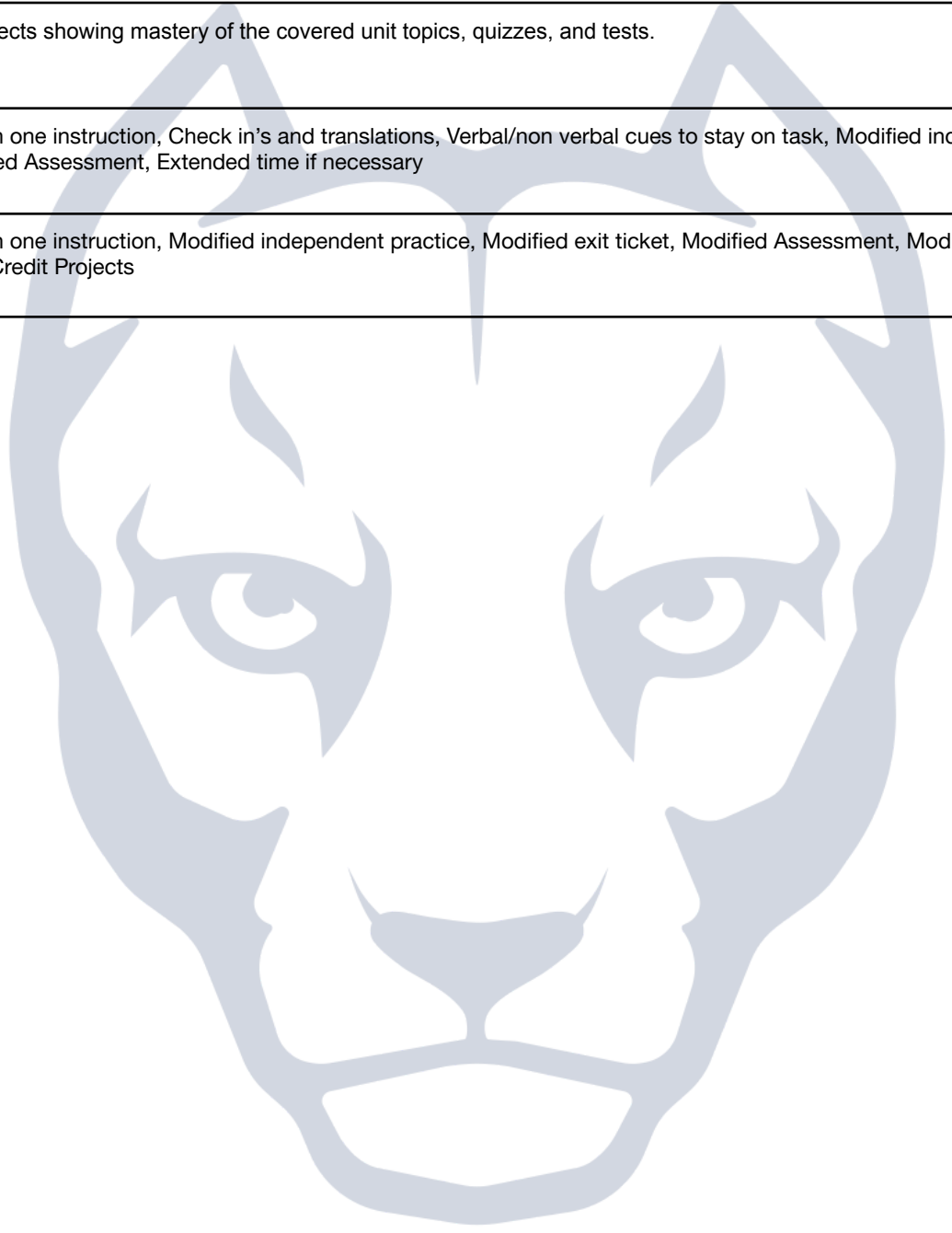
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Unit	Unit 4: Color Theory and Psychology					
Concepts	In Unit 4 students will learn to how colors are made, understand the different color models and relationships between colors, learn the application of effective color usage, as well as discuss the emotional response humans have to colors as determined by color psychology.					
Big Ideas	How does color enhance communication? How do colors affect human emotions? What mood/message does the color choice of an ad convey? What are the advantages/disadvantages as to why a designer would use spot color, CMYK/process, or RGB?					
Essential Understandings	Color is such a dominant component of everything we encounter in the visual world that it can be easy to take it for granted. For artists and designers, however, the application of color is a deeply considered, deliberate choice, not simply an intuitive one. By better understanding how color is formed and the relationships between different colors, the color decisions in any piece of art or design becomes much more intentional and effective.					
Competencies	<ul style="list-style-type: none"> • Learn the basic color wheel • Understand primary, secondary and tertiary colors • Understand the difference between warm and cool colors • Understand tints, shades and tones • Be introduced to basic color harmonies based on the color wheel • Understand how to select complementary, analogous, triadic, split complementary, tetradic and square color schemes • Understand correlations between colors and emotions • Learn the differences between RGB, CMYK and spot colors and how to properly utilize each for specific projects and media 					
Dates (estimates only)	Smart Objectives	Instructional Strategies and Activities	PA CC Standards	Keystone or PSSA Anchors	Keystone / PSSA Eligible Content	Vocabulary
(10-15 days)	Define basic terminology related to color theory	Various teaching methods will be used during the course. Handouts and discussion will be used, however, most of the instruction of this course will be a hands on instruction, in groups and individually. Live demonstrations will be made by the instructor then repeated and practiced by the students with one-on-one				Hue Saturation Tint Tone Shade Complimentary Analogous

		<p>interaction to check for understanding. Real-time lessons will take place in a large group with the teacher on the computer using the projector or Apple TV, students working on their own computers with the teacher. Individual proofing and consulting will take place after demonstrations take place and art projects begin. Group critiques and individual evaluation will take place upon completion of art projects. During the course of the year students will be given the opportunity to review design books and magazines, as well as review websites for potential ideas for new projects.</p>				<p>Tetradic RGB CMYK Spot Color Pantone</p>
	Effectively apply color harmonies and color schemes to design projects					
	Discuss emotional reactions to colors based on color psychology					
	Utilize Color as a functional design element of perception and visual communication					
	Explain the difference between CMYK, RGB, spot, process, and pantone colors					
Resources	Adobe Creative Cloud, PBS, YouTube, AIGA, 99designs.com, The Noun Project, Behance, Adobe Color, Niice, Unsplash, Drawkit, Dafont, Print Magazine, Communication Arts					
Formative Assessments	Class participation, design trivia, one on one interactions and critiques, class critiques, design projects, quizzes, and tests.					

Summative Assessments	Completion of projects showing mastery of the covered unit topics, quizzes, and tests.
Strategies for ELL and IEP Support	One on one instruction, Check in's and translations, Verbal/non verbal cues to stay on task, Modified independent practice, Modified exit ticket, Modified Assessment, Extended time if necessary
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Unit	Unit 5: Introduction to Typography					
Concepts	Typography is a critical skill to the graphic designer. In Unit 5, students will get an overview of what typography is and the integral role it plays in graphic design. They will learn the history and evolution of the alphabet and typographic design and will advance into basic theory and practice.					
Big Ideas	What is typography and how does it affect design, communication, and function? What are specific typographic influences and how did they have an influence on the development of the written alphabet? Why are having an alphabet and typography important?					
Essential Understandings	Typography incorporates all the visual components of the written word. It is the art (and also technique) of arranging type to make written language legible and readable, with the goal of making it appealing. Arranging type involves selecting typefaces, point size, line length, line-spacing (leading), letter-spacing (tracking), and adjusting the space between specific pairs of characters (kerning). Typography is the study of type and how to use it to aid in the communication of specific messages.					
Competencies	<ul style="list-style-type: none"> • Be introduced to the history of letterforms and the functions of typography • Learn about the anatomy of type • Understand the differences between type classifications, type styles and type families • Understand the use of typography as an essential element of design • Learn to modify and customize type for specific project needs 					
Dates (estimates only)	Smart Objectives	Instructional Strategies and Activities	PA CC Standards	Keystone or PSSA Anchors	Keystone / PSSA Eligible Content	Vocabulary
(7-10 days)	Ability to discuss the history of typographic design	Various teaching methods will be used during the course. Handouts and discussion will be used, however, most of the instruction of this course will be a hands on instruction, in groups and individually. Live demonstrations will be made by the instructor then repeated and practiced by the students with one-on-one interaction to check for understanding.				Font Typeface Typography Character Leading Kerning Tracking Baseline

		<p>Real-time lessons will take place in a large group with the teacher on the computer using the projector or Apple TV, students working on their own computers with the teacher.</p> <p>Individual proofing and consulting will take place after demonstrations take place and art projects begin. Group critiques and individual evaluation will take place upon completion of art projects. During the course of the year students will be given the opportunity to review design books and magazines, as well as review websites for potential ideas for new projects.</p>				<p>Cap height X-height Alignment Serif San Serif Script Display</p>
	Ability to classify the different classifications of typography					
	Ability to identify the basic anatomy of a letterform					
	Ability to select and manipulate typography to convey a specific meaning or message					
	Understanding of the vocabulary needed to communicate as a typographic designer					
Resources	Adobe Creative Cloud, PBS, YouTube, AIGA, 99designs.com, The Noun Project, Behance, Adobe Color, Niice, Unsplash, Drawkit, Dafont, Print Magazine, Communication Arts					
Formative Assessments	Class participation, design trivia, one on one interactions and critiques, class critiques, design projects, quizzes, and tests.					

Summative Assessments	Completion of projects showing mastery of the covered unit topics, quizzes, and tests.
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