

THE NORTHAMPTON AREA SCHOOL DISTRICT
PLANNED COURSE FORMAT: UBD UNIT PLAN FORM

Name of Course: Graphic Design for Business Application	Grade Level: 9-12
Name of Unit: Incorporating Color Techniques, Placing Type in an Image, Using Painting Tools, and Working with Specific Layer Functions	Unit Duration: 6 weeks Board Approval Date: August 27, 2018

National Business Education Standards (NBEA)

NBEA Career Development Standard

Lifelong Learning

Achievement Standard: Relate the importance of lifelong learning to career success.

- Identify the knowledge, skills, and attitudes required to succeed in the current job/career, the next most likely job/career, and the ideal job/career.
- Identify future job and career trends associated with businesses in a chosen career cluster

NBEA Communication Standard

Foundations of Communication

Achievement Standard: Communicate in a clear, courteous and correct manner on personal and professional levels

- Participate in group discussions for problem resolution
- Organize and lead discussions
- Answer questions in formal and informal situations
- Read and follow simple directions

Technological Communication

Achievement Standard: Use technology to enhance the effectiveness of communication.

- Enhance documents through the use of advanced layout, design, and graphics production software and scanning hardware.

NBEA Information Technology Standard

Impact on Society

Achievement Standard: Assess the impact of information technology on society.

- Describe how new developments in information technology affect the supply/demand characteristics of the job market.

Application Software

Achievement Standard: Identify, evaluate, select install, use, upgrade, and customize application software; diagnose and solve computer problems resulting from an application software's installation and use.

- Prepare documents that use a variety of media (e.g., images, text and sounds)
- Explore emerging application software
- Use application software reference materials (e.g., online help, vendor Web sites, tutorials, and manuals)
- Use the collaborative features of application software to complete simulated or real organization tasks
- Use advanced features of common application software
- Evaluate the effectiveness of software to solve problems

Information Technology Careers

Achievement Standard: Describe positions and career paths in information technology.

- Identify positions and career paths in the field of information technology

Pennsylvania Academic Standards

Pennsylvania Academic Standards—Science and Technology and Environment and Ecology—Subject Area 3

PA 3.6 Technological Education

3.6.12. B: Analyze knowledge of information technologies of processes encoding, transmitting, receiving, storing, retrieving and decoding.

PA 3.7 Technological Devices

3.7.10. C: Apply basic computer operations and concepts.

3.7.10. D: Utilize computer software to solve specific problems.

3.7.12. C: Evaluate computer operations and concepts as to their effectiveness to solve specific problems.

3.7.12. D: Evaluate the effectiveness of computer software to solve specific problems.

3.7.12E: Assess the effectiveness of computer communications systems.

PA 3.8 Science, Technology and Human Endeavors

3.8.12: Evaluate the consequences and impacts of scientific and technological solutions.

Pennsylvania Academic Standards—English—Reading, Writing, Speaking, and Listening—Subject Area 1

PA 1.1: Reading Independently

1.1.12. A: Apply appropriate strategies to construct meaning through interpretation and to analyze and evaluate author's use of techniques and elements of fiction and non-fiction for rhetorical and aesthetic purposes.

PA 1.5: Quality of Writing

1.5.12. A: Write with a clear **focus**, identifying topic, task, and audience.

1.5.12. B: Develop content appropriate for the topic.

1.5.12. D: Write with an understanding of **style** using a variety of sentence structures and descriptive word choices. Create **tone** and **voice** through the use of precise language.

1.5.12. E: Revise writing to improve style, word choice, sentence variety, and subtlety of meaning after rethinking how questions of purpose, audience, and **genre** have addressed.

1.5.12. F: Use grade appropriate **conventions of language** when writing and editing.

PA 1.6: Speaking and Listening

1.6.12. A: Listen critically and respond to others in small and large group situations.

1.6.12. B: Demonstrate awareness of audience using appropriate volume and clarity in formal presentations.

Overview of the Unit (description):

This unit will focus on using Adobe Photoshop CS5 TO incorporate various color techniques. It will also cover how to effectively use and place type in an image. To continue developing graphic design skills, students will also focus on using the painting tools and working with special layer functions to create unique graphics and business logos.

Enduring Understandings	Assessments Used to Show the Student's Enduring Understanding	Essential Content & Skills
<p><i>Specifically, what developed insight(s) and/or developed skills(s) must a student acquire to truly understand the topic? What one, two or three developed ideas should students remember years from now after forgetting the small details?</i></p> <p>Adobe Photoshop CS5 is an image-editing program that lets you create and modify digital images. Using Photoshop, students can create original artwork, manipulate color images, and retouch photographs. Photoshop is practical for anyone who wants to enhance existing artwork or create new masterpieces.</p>	<p><i>What assessments will be used to show acceptable evidence of the students' acquisition of the PDE/NBEA Standard and the enduring understanding(s)? Attach the summative assessment(s) and rubric(s) that assess(es) the students' different levels of understanding.</i></p> <p>Summative Assessment(s): Students will apply skills learned in chapters 1- 4 and in class discussions to create basic images using the tools panel in Adobe Photoshop CS5.</p> <p>Formative Assessments: Projects:</p> <ul style="list-style-type: none"> • Chapter 5, 6, 7 & 8 Skills Review • Chapter 5, 6, 7 & 8 Project Builder 1 • Chapter 5, 6, 7 & 8 Project Builder 2 • Chapter 5, 6, 7 & 8 Design Project • Chapter 5, 6, 7 & 8 Portfolio Project <p>Forums→Ongoing</p> <ul style="list-style-type: none"> • Technology • Graphic Design • Graphic Design and it's place in the Business World 	<p><i>What specific concepts, information and skills are necessary for students to achieve true understanding and complete the summative unit assessment(s)? What materials must be meaningfully incorporated into the instruction?</i></p> <p>Concepts and Information:</p> <p>I. Incorporating Color Techniques</p> <ul style="list-style-type: none"> • Work with color to transform an image • Use the Color Picker and the Swatches Panel • Place a border around an image • Blend colors using the gradient tool • Add color to a grayscale image • Use filters, opacity and blending modes • Match colors <p>II. Placing Type in an Image</p> <ul style="list-style-type: none"> • Learn about type and how it's created • Change spacing and adjust baseline shift • Use the drop shadow style • Apply anti-aliasing to type • Modify type with bevel and emboss and repousse

		<ul style="list-style-type: none">• Apply special effects to type using filters• Create text on a path III. Using Painting Tools <ul style="list-style-type: none">• Paint and Patch an image• Create and modify a brush tip• Use the smudge tool• Use a library and an airbrush effect IV. Working with Special Layer Functions <ul style="list-style-type: none">• Use a layer mask with a selection• Work with multiple masked layers• Control pixels to blend colors• Eliminate a layer mask• Use an adjustment layer• Create a clipping mask Materials: <ul style="list-style-type: none">• Adobe Photoshop CS5• Computers• Projector• Textbook: Adobe Photoshop CS5 Revealed• Data files to accompany textbook
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