

<b>Planned Course: Graphic Design Solutions</b>	<b>Course Number: AH801T</b>	<b>Department: Fine Arts and Digital Arts</b>	
<b>Unit: Design for Publishing</b>	<b>Grade Level: 9-12</b>	<b>Board Approval Date: 08/22/2016</b>	
<b>Estimated Time: 3.5 weeks</b>	<b>Level/Track: Elective</b>		
<b>PA Academic Standards</b>	<b>Core Concepts (in question format)</b> • Skills/Knowledge	<b>Activities/Strategies/Study Skills (identify some activities as remedial or enrichment activities)</b>	<b>Assessments (include types and topics)</b>

<p>9.1.12:</p> <p>A: Know and use the elements and principles of each art form to create works in the arts and humanities</p> <p>B: Recognize, know, use and demonstrate a variety of appropriate arts elements and principles to produce, review, and revise original works in the arts.</p> <p>C: Integrate and apply advanced vocabulary to the arts forms.</p> <p>9.4.12:</p> <p>B: Describe and analyze the effects that works in the arts have on groups, individuals and the culture</p>	<p>► What makes people purchase a book?</p> <ul style="list-style-type: none"> <li>• Subject Matter</li> <li>• Author</li> <li>• Cover Art</li> <li>• Summary/Reviews</li> </ul> <p>► What can you do to the cover to draw people to the book?</p> <ul style="list-style-type: none"> <li>• Color manipulation</li> <li>• Object placement</li> <li>• Psychic line</li> <li>• Continuation</li> </ul> <p>► How do you translate a whole book into one cover?</p> <ul style="list-style-type: none"> <li>• Figurative/Representational</li> <li>• Literal</li> <li>• Main Idea</li> </ul> <p>► What requirements exist in print publishing and why do they exist?</p> <ul style="list-style-type: none"> <li>• Bleeds/Margins</li> <li>• Barcodes</li> <li>• ISBN #'s (10 vs 13 digit)</li> </ul>	<ul style="list-style-type: none"> <li>• Choose a book (at grade level) that you have read that you would like to design a new hardcover dust jacket for.</li> <li>• Decide whether to use original digital illustrations or photographs for the project</li> <li>• Download an image of the author, a barcode, the project template and the logo for the publishing company and save them to your desktop</li> <li>• Sketch book cover ideas</li> <li>• Critique sketch ideas</li> <li>• Create book cover in a page layout program using template provided</li> <li>• Include all required elements and place them accurately</li> <li>• Write your own reviews and/or summaries if you can't find the real ones.</li> <li>• Import appropriate illustrations and/or images.</li> <li>• Print, fold and hand in cover</li> <li>• Verbally critique covers</li> <li>• Self-evaluate project in written form</li> </ul>	<ul style="list-style-type: none"> <li>• Informal assessment regarding class participation level</li> <li>• Informal assessment regarding computer usage</li> <li>• Informal assessment regarding software knowledge retention and skill</li> <li>• Formal and informal assessments of sketches</li> <li>• Formal grading of finished project using an assigned rubric</li> <li>• Informal assessment of peer review activity.</li> <li>• Written self-evaluation and summary observation of project</li> </ul>
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