DESIGN

Graphic Design Collage

OBJECTIVES

STEP 1 | LEARN

Students will review the various terms associated with design. Access the design terms resources in the Digital Classroom for additional support.

STEP 2 | PRACTICE

Students will search through graphic design exemplars like magazines, newspapers, brochures and online sites to create a notebook of memorable designs.

STEP 3 | ASSESS

Students will be scored using the rubric on the assignment sheet.

STEP 4 | DEMONSTRATE

Students will present their designs to the class as a gallery walk or whole-class presentation.

21ST CENTURY SKILLS

Students will use a creative eye to determine trends appropriate to graphic design for use within the yearbook.

COMMON CORE STATE STANDARDS

ELA-Literacy.L.9-12.1, CCRA.L.1: Demonstrate command of grammar and usage when speaking or writing.
ELA-Literacy.L.9-12.2, CCRA.L.2: Demonstrate command of capitalization, punctuation and spelling.

ISTE STANDARDS

ISTE

1A: Apply existing knowledge to generate new ideas.

1B: Create original works.

1C: Use models and simulations to explore complex systems.

1D: Identify trends and forecast possibilities.

Graphic Design Collage

Objective/Task: Create a collage of graphic elements that are interesting, unique and appealing to the eye.

Directions:

1. Find at least 20 graphic design ideas in magazines, newspapers, brochures, online sites, etc. You will look for:
- Dominant elements (a photo or module that is obviously the largest)
- Screens – color backgrounds, printed screens
- Logos – company names and symbols
- Unusual color
- Headlines and Sub-Headlines
- Pulled quotes/Quote boxes
- Layering
- Modular placement

2. Cut out the images you find. Using a gridsheet or electronic page designer, create at least three yearbook spreads (6 pages) using the ideas you find. Use glue to attach the elements to paper or create your assignment in an electronic design tool.

3. After creating your spread collages, explain the designs you created. In at least one typed, double spaced page, explain your spreads. Tell why you chose the elements you did, why they appealed to you, why they might appeal to other audiences, etc.

Presentation: Be prepared to present your design spreads to the class.

Due Date:_____

	Advanced	**Proficient**	**Needs Improvement**
Design	The spread designs include ideas that are unexpected. The creator of this product put thought and effort into the creation of the project, and the rules of design like alignment, dominance, white space and hierarchywere followed consistently.	The designs are neat and orderly. Each follows some rules of design like alignment, dominance, white space and hierarchy. The creator of this product put thought and effort into the creation of the project, but rules of design were not followed consistently.	It appears as if the creator of this project has not put any thought or effort into the project. Elements are haphazardly displayed and do not appear to flow together.
Descriptions	The written requirement of the project is free of errors in spelling, grammar and punctuation. It clearly explains the thought processes of the author in the creation of the designs.	There are few errors in spelling, grammar and punctuation. The description thoroughly explains the thought processes of the author.	Errors in spelling, grammar, and punctuation are abundant.
Format	The creator of this project has turned it in on time, created all three required spreads, and met the requirements of the written and verbal presentation portions of the assignment.	N/A	The creator of the project is missing several elements required and/or has turned the assignment in late.