

Title	Poster Designs
Summary	Throughout this lesson, students will create visuals to express the ideas within written media. The first poster will be based on an inspirational quote, the second will be an informational poster about a current issue. Throughout these explorations, students will convey ideas visually through type, shape, and pattern with hierarchy and emphasis to demonstrate varying importance of visual information.
Grade/Level/ Subject	High School Visual Arts 9-12 Graphic Design
Time Frame	Eight to Ten 60-minute classes
Modifications	Students may do more than one poster Students may do song lyrics, celebrity quotes, book quotes, etc.
Standards	<p><i>Massachusetts Curriculum Frameworks</i></p> <p>Generate and conceptualize artistic ideas and work. Consistently apply research to support development of artistic ideas. (e.g., a student researches different ways media artists have used background sound to emphasize surprise). (P.MA.Cr.01)</p> <p>Refine and complete artistic work. Refine draft arrangements for different audiences. (P.MA.Cr.03)</p> <p>Refine and complete artistic work. Refine concepts and content by focusing on a particular principle of design such as emphasis, balance, contrast, or pattern. (F.V.Cr.03)</p>
Overarching Goal	At the end of this lesson, students will have improved in design skills by implementing feedback on poster one to poster two. The students will demonstrate an understanding of basic typography and hierarchy, and will be able to create shapes, type, patterns, and silhouettes in vector-based graphic programs.
Understandin gs and	See Rubric

Lesson Objectives	
Essential Questions	How do we translate words into imagery? What is the role of a designer?
Guiding Questions	How do designers translate written words into helpful visuals? How does a designer create narrative using visual elements?
Knowledge and Skills	<ul style="list-style-type: none">• Typography• Elements and Principles of design (shape, pattern, hierarchy)• Adobe Illustrator<ul style="list-style-type: none">◦ Image trace processes◦ Pattern-making◦ Shape creation◦ Type and Type settings
Performance Task/ Activity	Students will create two posters which include typography, pattern, and shapes, and create hierarchy by emphasizing the most important elements. The first poster will be an inspirational quote poster, the second will be an informational poster about a current issue.
Motivation	After some demonstrations and activities on typography, hierarchy and emphasis, students will research online to find successfully designed examples of quote posters that show hierarchy. Students will have also been shown some past student works on these.
Assessment/ Rubrics	Summative Assessment: Rubric Formative Assessments: <ol style="list-style-type: none">1. Comprehension checks during instruction and with individual students as they work2. Objective Practice Poster

Learning Experiences And Resources

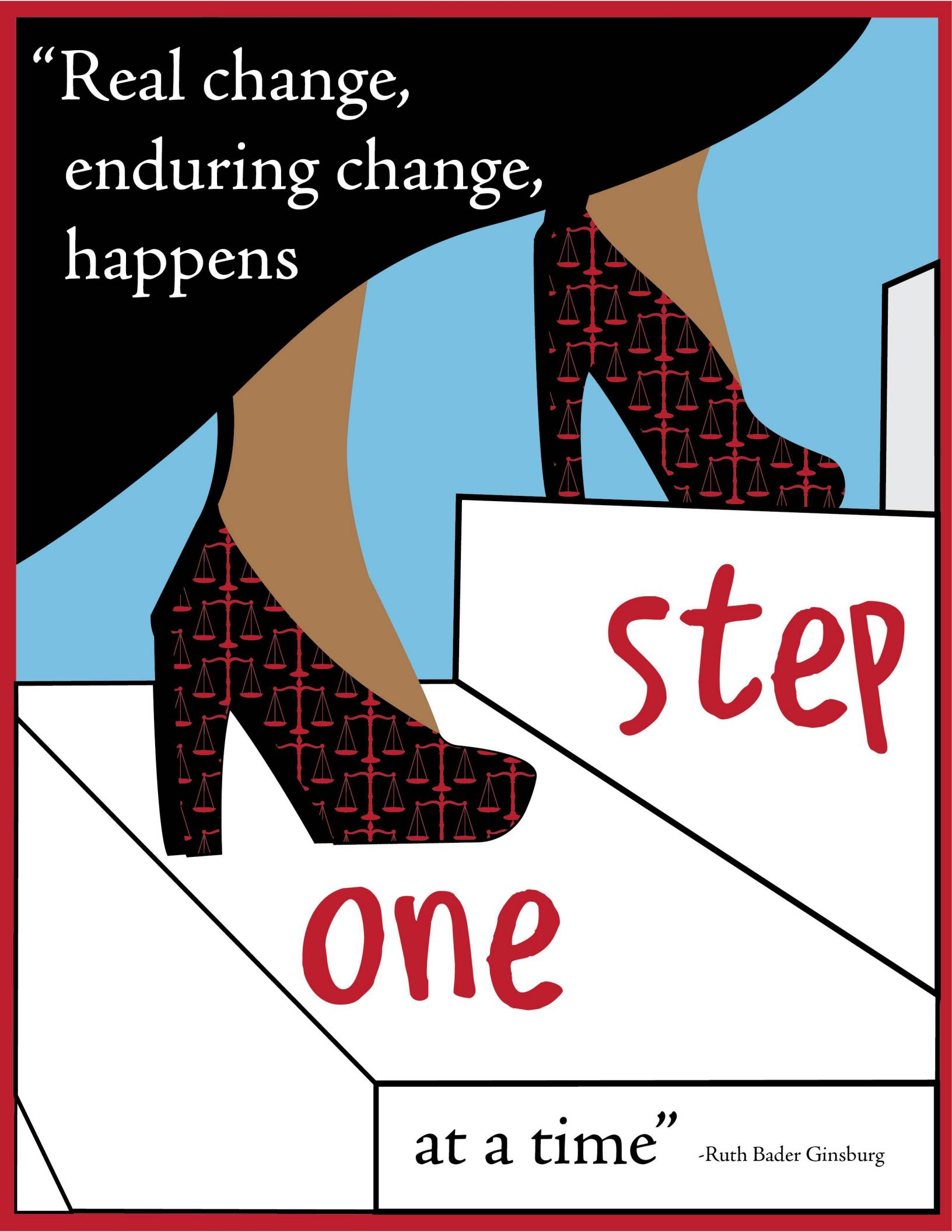
Routines	<ul style="list-style-type: none">• Students will save all work to the same location on their computer, preferably on their own school account• Students will raise hands when asking or answering questions, and give thumbs-up when they are ready to move on to the next part of the demo.• Unless otherwise specified, students will start each class by
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	<p>opening their latest file and continue working from where they left off.</p>
Instructional Approaches	<ul style="list-style-type: none">• Design-Based: Students are challenged to first make an artistic interpretation of written media, then to research the needs of a consumer base to create informational design to help solve an issue or raise awareness.• Constructivist: Students are encouraged to find multiple solutions to their design prompt. The visual problem solving process involves students modifying previous versions of the initial visual to create different designs.
Sequence of Activities	<p>Day 1: Typography Demo</p> <ul style="list-style-type: none">• Students learn about type from a PowerPoint/discussion, then follow along as the teacher demonstrates the different type settings (leading, tracking, size etc) <p>Day 2: Objective Posters</p> <ul style="list-style-type: none">• Students create a practice poster using the sentence “objective: create a poster design that shows hierarchy and emphasis, and uses type as the design element of shape” as their text <p>Day 3: Research and brainstorming quotes</p> <ul style="list-style-type: none">• Students find 3 successfully designed examples of quote posters online and 3 potential quotes to use in their own design.• Students may then begin designing their posters <p>Day 4: Silhouette-making</p> <ul style="list-style-type: none">• Students participate in a follow-along silhouette-making demonstration which uses the image-trace process and color selection in Illustrator.• Students continue work on their posters <p>Day 5: Pattern-Making</p> <ul style="list-style-type: none">• Students participate in a follow-along pattern-making demonstration in Illustrator.• Students continue to work on their posters <p>Days 6-8:</p> <ul style="list-style-type: none">• Students make multiple drafts of their quote posters and submit them together as a single PDF document for grading. <p>Day 9: Pen Tool and Shape Builder Demos</p> <ul style="list-style-type: none">• Students participate in a follow-along vector and shape

	<p>demonstration which uses the Pen Tool, Shape Builder Tool and Direct Select Tool</p> <p>Days 10-14:</p> <ul style="list-style-type: none">• Students research a current issue, including factors, stakeholders, and current solutions.• Students use all previous knowledge and skills to create an informational poster on a current issue with the same elements and principles as the quote poster. <p>Day 15: Critique</p> <ul style="list-style-type: none">• Students will present their works and discuss what is successful and needs improvement in each.
Differentiated Instruction and Adaptations	<ul style="list-style-type: none">• Students with special needs may collage a poster using printed images, paper and glue• Each demo includes a follow-along packet with instructions in words and images.• Verbal directions are repeated several times while doing the action on the projector screen
Resources	<ul style="list-style-type: none">• <i>Understanding by Design</i>, Grant Wiggins & Jay McTighe• <i>A Type Primer</i>, John Kane• <i>Teaching and Learning in Art Education</i>, Debrah C. Sickler-Voigt
Materials	<ul style="list-style-type: none">• Adobe Illustrator (or Photopea)• Pencils• Sketch handouts
Key Words / Vocabulary	<ul style="list-style-type: none">• Typography: the study, creation, and use of type.• Hierarchy: The ordered levels of importance of elements in a design. The most important information should be most prominent and other information follows in order of importance.• Serif: the marks which come off the ends of letter forms in a Serif font.• Vector Based Graphics: Computer graphics which work with points, lines and shapes instead of pixels (raster).
Appendices	<ul style="list-style-type: none">• See attached

Exemplar on Next Page

“Real change,
enduring change,
happens

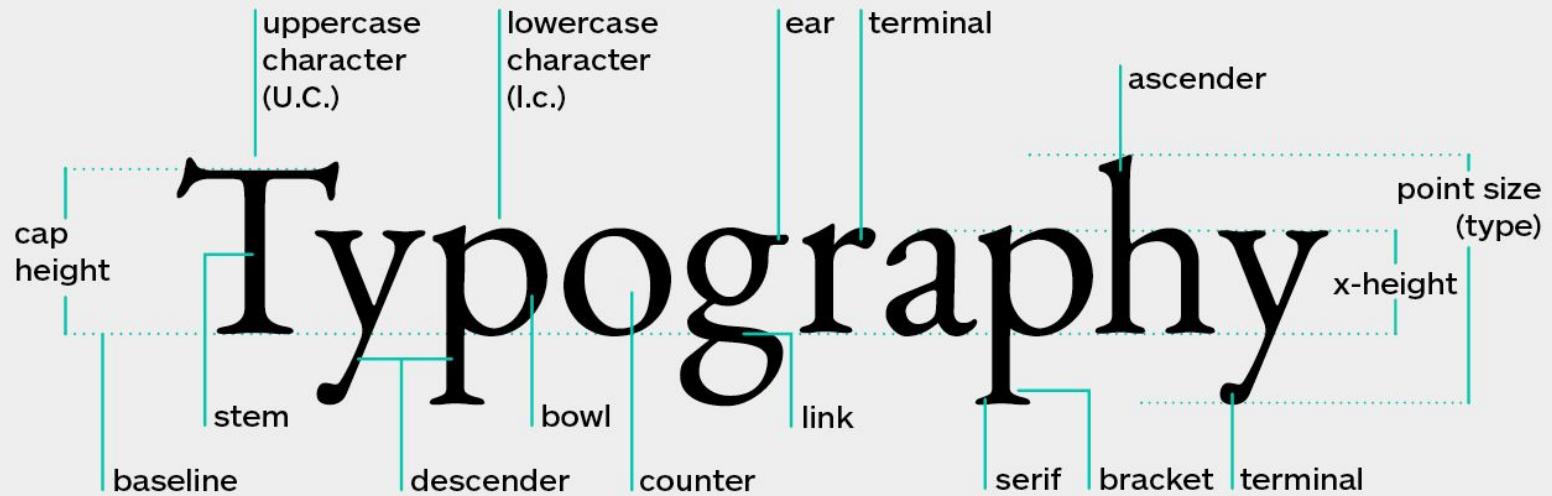


step

one

at a time”

-Ruth Bader Ginsburg



CHECK OUT
www.w4kbl.org

cq cq
CALLING ALL
STATIONS

145.230
179.9 PL

WELCOME
TO THE

HAM RADIO
SWAPMEET

PENNINGTON FOLK MUSIC FESTIVAL

••••• FIRST ANNUAL •••••

"PENNINGTON"

HAMFEST

INDOOR TABLES ARE AVAILABLE - FCFS

NO FEES TO ENTER OR SETUP

FOOD AND DRINKS
WILL BE AVAILABLE

DOOR
PRIZES

DOOR
PRIZES

PRINCETON, KY
FIRE TRAINING CENTER

EXIT 12 OFF WK PKWY

2001 HWY 62 WEST

JUNE 2nd, '12 7:00 AM 'TIL NOON

PRINCETON HAM RADIO CLUB AND CALDWELL CO ARES



CONTACT
n4mht@mchsi.com

WE TESTING AT 9:00
WALK-INS WELCOME

LINE

A line is a mark between two points. There are various types of lines, from straight to squiggle to curved and more. Lines are used for a wide range of purposes: stressing a word or phrase, connecting content to one another, creating patterns and much more.

SHAPE



Height = width = shape. We all learned basic shapes in grade school - triangles, squares, circles and rectangles. Odd or lesser seen shapes can be used to attract attention.

There are three basic types of shape:
geometric (triangles, squares, circles etc),
natural (leaves, animals, trees, people), and
abstracted (icons, stylizations, graphic representations etc).

COLOR

Color is used to generate emotions, define importance, create visual interest and more. CMYK (cyan/magenta/yellow/black) is subtractive; RGB (red/green/blue) is additive.

Some colors are warm and active (orange, red); some are cool and passive (blue, purple).

There are various color types (primary to analogous) and relationships (monochromatic to triad) worth learning more about as well.

paper leaf
created by Paper Leaf Design, www.paper-leaf.com

TEXTURE



Texture relates the the surface of an object, the look or feel of it. Concrete has a rough texture; drywall has a smooth subtle texture. Using texture in design is a great way to add depth and visual interest. Printed material has actual, textile texture while screen material has implied texture.

ELEMENTS OF DESIGN

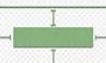
quick reference sheet

SIZE

Size is how small or large something is: a small shirt vs. an extra large shirt, for example. Use size to define importance, create visual interest in a design (via contrasting sizes), attract attention and more.

VALUE

Value is how light or how dark an area looks. A gradient, shown above, is a great way to visualize value - everything from dark to white, all the shades in-between, has a value. Use value to create depth and light; to create a pattern; to lead the eye or to emphasize.



Space is the area around or between elements in a design. It can be used to separate elements, group information, or effectively give the eye a place of importance; lead the eye through a design and more.

SPACE

Font Families

Old Style!

Slab Serif!

Transitional!

Sans Serif!

Modern!

Decorative!

Old Style!

- Oldest typefaces
- Little variation in width on each letter
- Pen-stroke imperfections

Transitional!

- Between Old Style and Modern typefaces
- More variation in width on each letter

Modern!

- Newer
- Dramatic differences in width
- Very hard to read in a paragraph because the thin strokes get lost

Slab Serif!

- Very uniform and blocky
- Sharp right angles from the stalks to the serifs
- Serifs are “slabs”

Sans Serif!

- Absolutely no serifs here!
- Clean and contemporary
- Used to modernize logos, branding, etc.

Decorative!

- Many types of decorative fonts
- Handwritten, script, illustrative, etc
- Use sparingly
- Often hard to read in a paragraph

Character & word spacing
kerning
tracking

Line spacing
leading

Paragraph spacing
alignment
line breaks & rag
hyphens
widows & orphans

Typographic Basics... character spacing

kerning

Kerning is the space between each character or letter. Sometimes this space needs to be adjusted in order to create a more pleasing look to the text. Most programs apply kerning automatically, but there are certain letter combinations that may require manual kerning.

AWE
No Kerning

AWE
Automatic Kerning

AWE
Manually Adjusted

type looks better with kerning!

Watermelon
Watermelon

Typographic Basics... word spacing

tracking

The adjustment of word spacing is called tracking. It is similar to kerning but refers to the space between words instead of characters. Its main purpose is to make type fit a required space without altering the type size or line spacing. Tracking can be either negative (making the words closer together) or positive (making the words farther apart)

Tracking at 400

TRACKING IS A DESIGN TOOL

Tracking at 100

TRACKING IS A DESIGN TOOL

Tracking at 0

TRACKING IS A DESIGN TOOL

Tracking at -50

TRACKING IS A DESIGN TOOL

Tracking at -100

TRACKING IS A DESIGN TOOL

Typographic Basics... line spacing

leading

Leading, or line spacing, refers to the amount of space between lines of type. The amount of leading you use will be determined based on the font used, the line length, and the size of the type. The larger the type, the more leading you will need.

24 / 24

this is an example of
size 24 type with a
leading of 24 pt.

36 / 24

this is an example of
size 36 type with a
leading of 24 pt.

24 / 36

this is an example of
size 24 type with a
leading of 36 pt.

24 / 24

this is an example of
size 36 type with a
leading of 36 pt.

Typographic Basics... paragraph spacing

alignment

Alignment refers to the way the lines of text flow on a page. Most text is aligned left, as this is how we are used to reading it. In some cases, we may want to use other alignments in order to add to the design quality of a project.

align left

This text is aligned left so that the sentences always line up on the left side

align right

This text is aligned right so that the sentences always line up on the right side

align center

This text is centered so that the sentences always line up on top of one another

justified

This text is justified so that there is a straight edge on both sides. In order to do this you will have to use tracking

Typographic Basics... paragraph spacing

line breaks & rag

In typography, “rag” refers to the irregular or uneven vertical margin of a block of type. Usually it’s the right margin that’s ragged but either or both margins can be ragged. Pay attention to the shape that the ragged line endings make. A good rag goes in and out from line to line in small increments. A poor rag creates distracting shapes of white space in the margin. Don’t rely on the line breaks generated by your software application; get in the habit of spotting and correcting poor rags by making manual line breaks or by editing your copy.

bad rag

Not many days after we heard the church-bell tolling for a long time, and looking over the gate we saw a long, strange black coach that was covered in black cloth and was drawn by black horses; after that came another and another and another, and all were black, while the bell kept tolling, tolling.

good rag

Not many days after we heard the church-bell tolling for a long time, and looking over the gate we saw a long, strange black coach that was covered in black cloth and was drawn by black horses; after that came another and another and another, and all were black, while the bell kept tolling, tolling.

bad rag

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend tortor a nibh porta iaculis. Sed et neque turpis. Fusce et tortor neque, quis tempus lorem. Sed rutrum nunc sit amet nibh volutpat viverra. Curabitur eget eros sed erat pretium convallis ac eu ipsum. Integer at purus ante sed volutpat nisl.

good rag

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend tortor a nibh porta iaculis. Sed et neque turpis. Fusce et tortor neque, quis tempus lorem. Sed rutrum nunc sit amet nibh volutpat viverra. Curabitur eget eros sed erat pretium convallis ac eu ipsum. Integer at purus ante, sed volutpat nisl.

Typographic Basics... paragraph spacing

hyphens

Hyphenated words are sometimes considered a necessary evil in typography, but proper hyphenation allows for a better-looking, tighter rag – or, in the case of justified type, a more natural, even text color. Hyphenation also allows more words to fit in a line, which saves space.

- Don't have more than two hyphenations in a row.
- Don't have too many hyphenated line endings in a single paragraph
- Check the “rag” (the right edge of the text) for any glaring holes, or words that “stick out”
- In justified text, check that the text looks natural, with an even, readable color and texture. Avoid spacing that looks squeezed or stretched.

Typographic Basics... paragraph spacing

widows & orphans

If a single word or very short line is left at the end of a column it is called a *Widow*. If the same is left at the top of the following column this is called an *Orphan*. Both of these are considered bad typography as they cause distracting shapes in a block of type. They can usually be fixed easily in the same way as the rag, by reworking the line breaks in the column or by editing the copy.

Lore*m* ipsum dolor sit amet,
consectetur adipisc*ing* elit.
Donec eleifend tortor a nibh
porta iacul*is*. Sed et neque
turpis. Fusce et tortor
neque, quis tempus lorem.
Sed rutrum nunc sit amet
nibh volutpat viverra.
Curabitur eget eros sed erat
premium convallis ac eu
ipsum.

Lore*m* ipsum dolor sit amet,
consectetur adipisc*ing* elit.
Donec eleifend tortor a nibh
porta iacul*is*. Sed et neque
turpis. Fusce et tortor
neque, quis tempus lorem.
Sed rutrum nunc sit amet
nibh volutpat viverra.
Curabitur eget eros sed erat
premium convallis ac eu

Lore*m* ipsum dolor sit amet,
consectetur adipisc*ing* elit.
Donec eleifend tortor a nibh
porta iacul*is*. Sed et neque
turpis. Fusce et tortor
neque, quis tempus lorem.
Sed rutrum nunc sit amet
nibh volutpat viverra.
Curabitur eget eros sed erat
premium convallis ac eu

ipsum.
Lore*m* ipsum dolor sit amet,
consectetur adipisc*ing* elit.
Donec eleifend tortor a nibh
porta iacul*is*. Sed et neque
turpis. Fusce et tortor
neque, quis tempus lorem.
Sed rutrum nunc sit amet
nibh volutpat viverra.

Widow

Orphan

Typography Rules of Thumb

Limit yourself to 1-3 typefaces

Pair a Sans Serif with a Serif

Do not combine two different decorative fonts

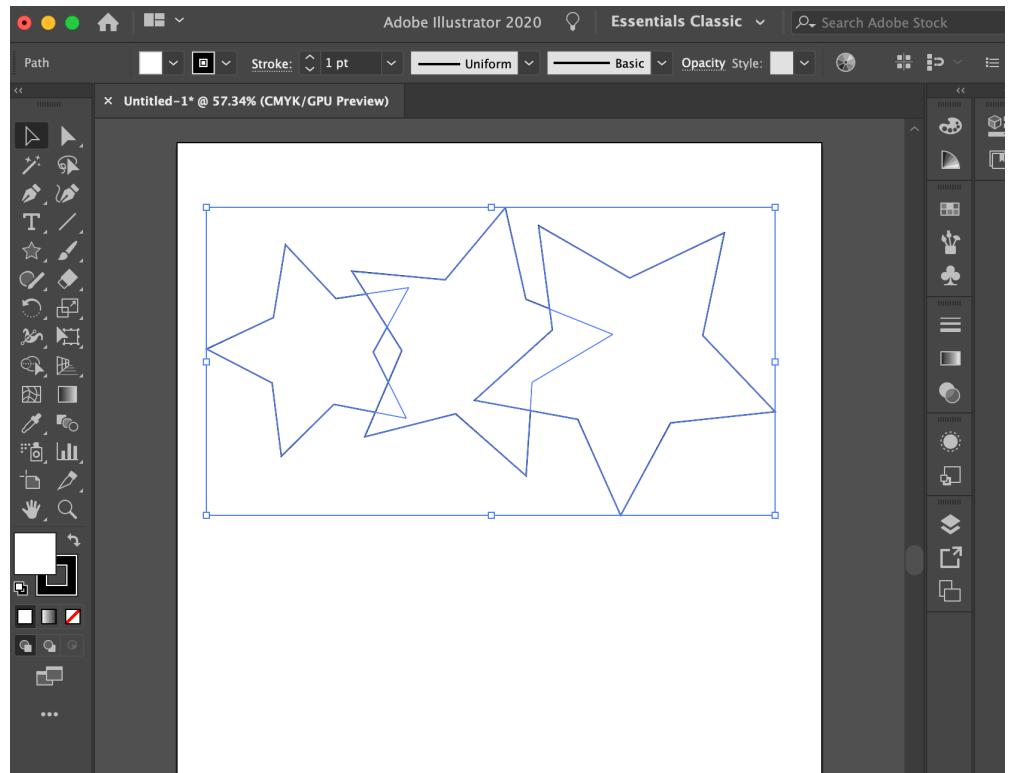
Be aware of contrast between the background and your text! Maximize readability from far away

DO NOT STRETCH OR COMPRESS TYPEFACES. The nice typographer who made the typeface worked very hard and they like it that way.

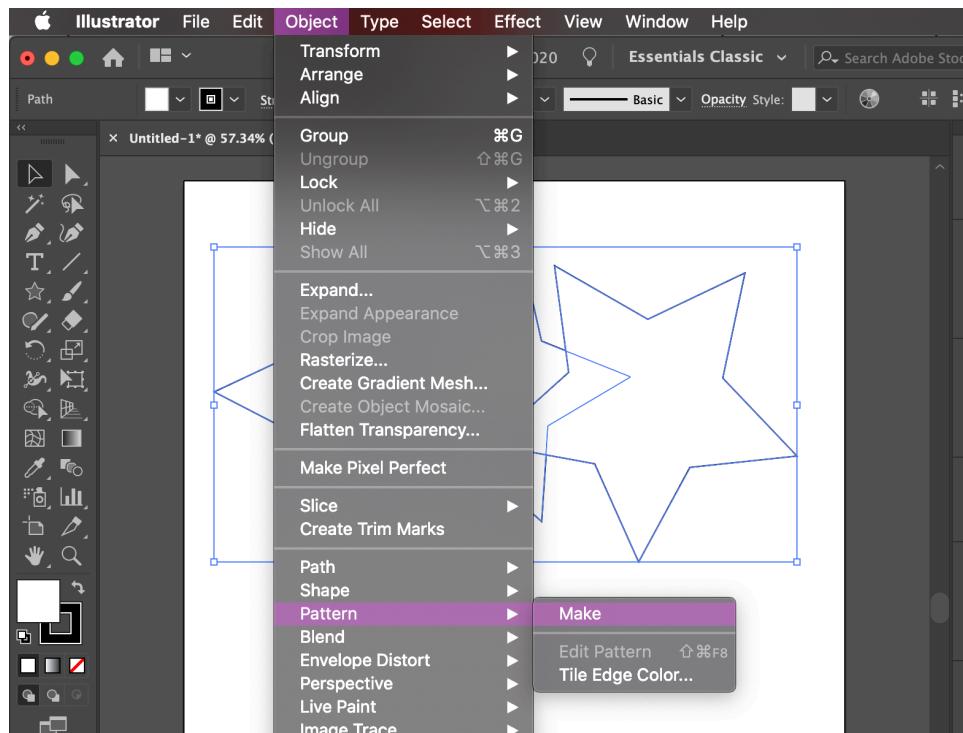
Name: _____

Graphic Design

Step 1: Create overlapping shapes using the shape menu, then select all of them together by clicking and dragging a box over all of them



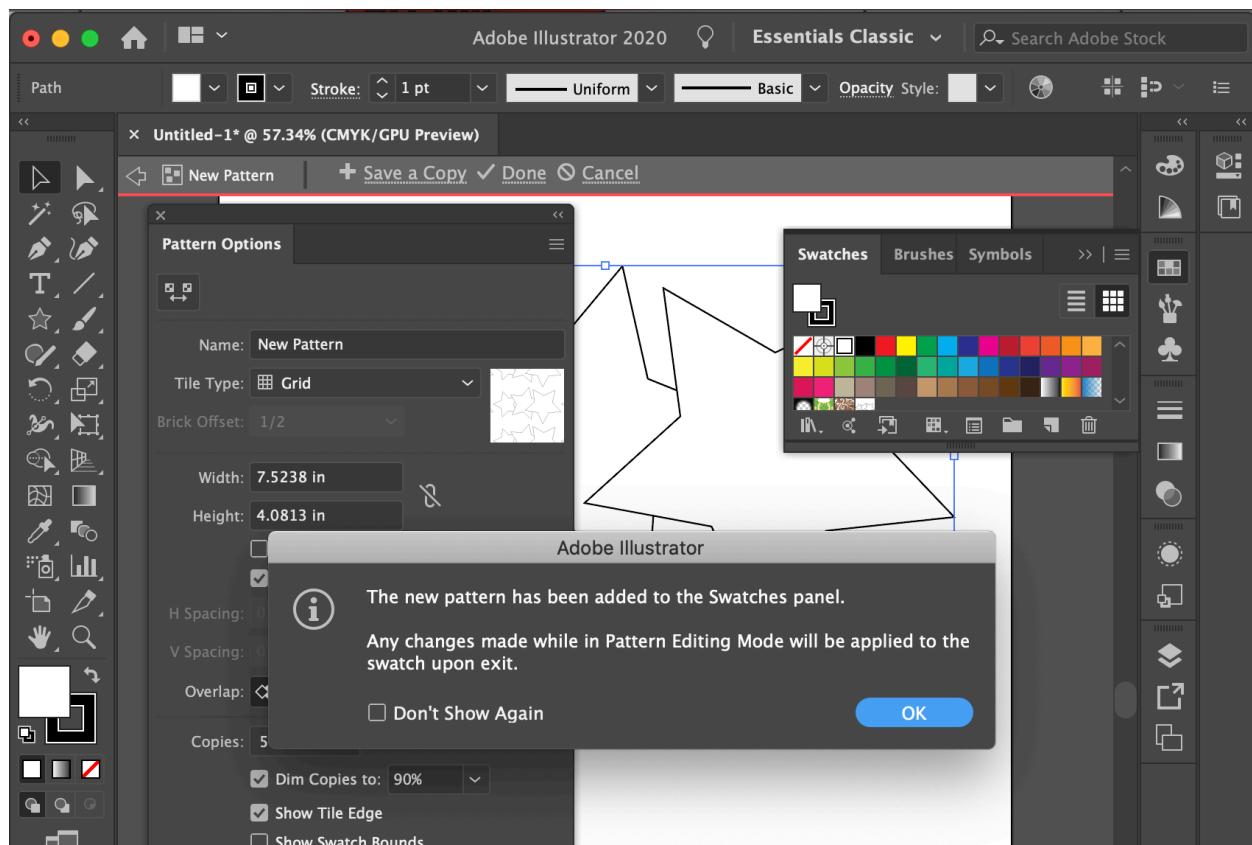
Step 2: Go to "Object" "Pattern" "Make"



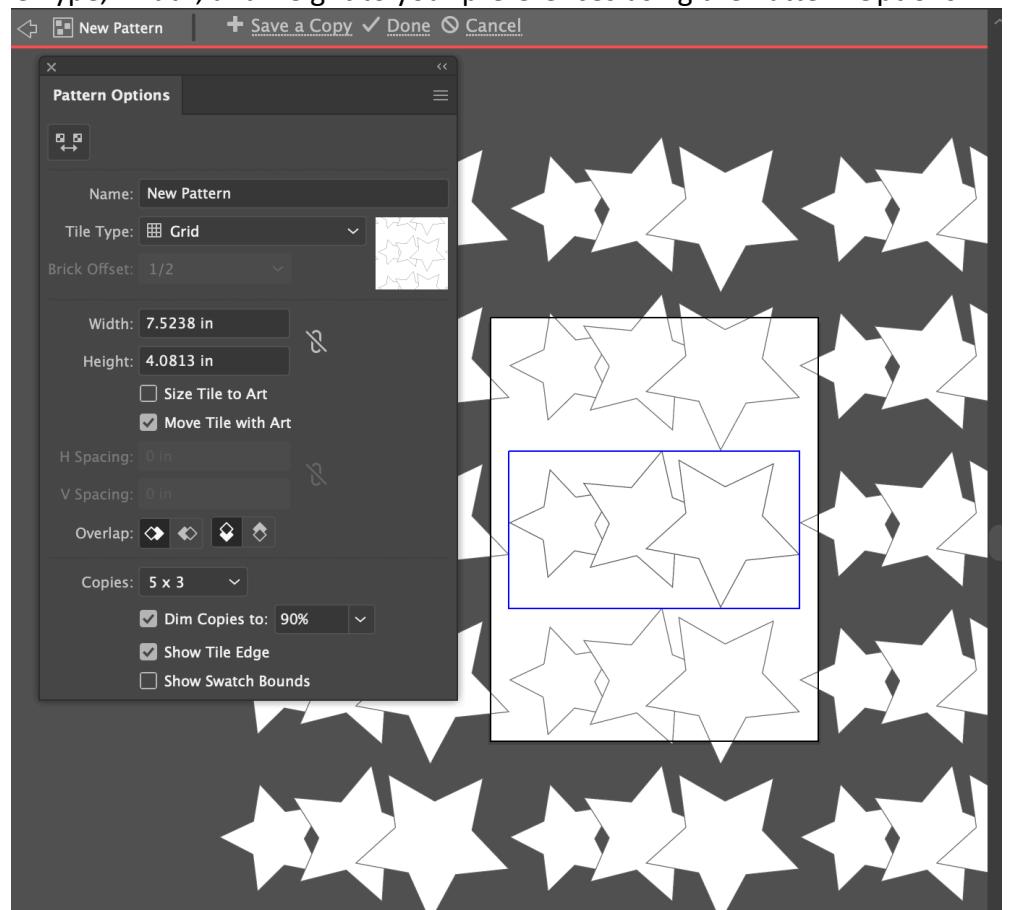
Name: _____

Graphic Design

Step 3: Click "OK"

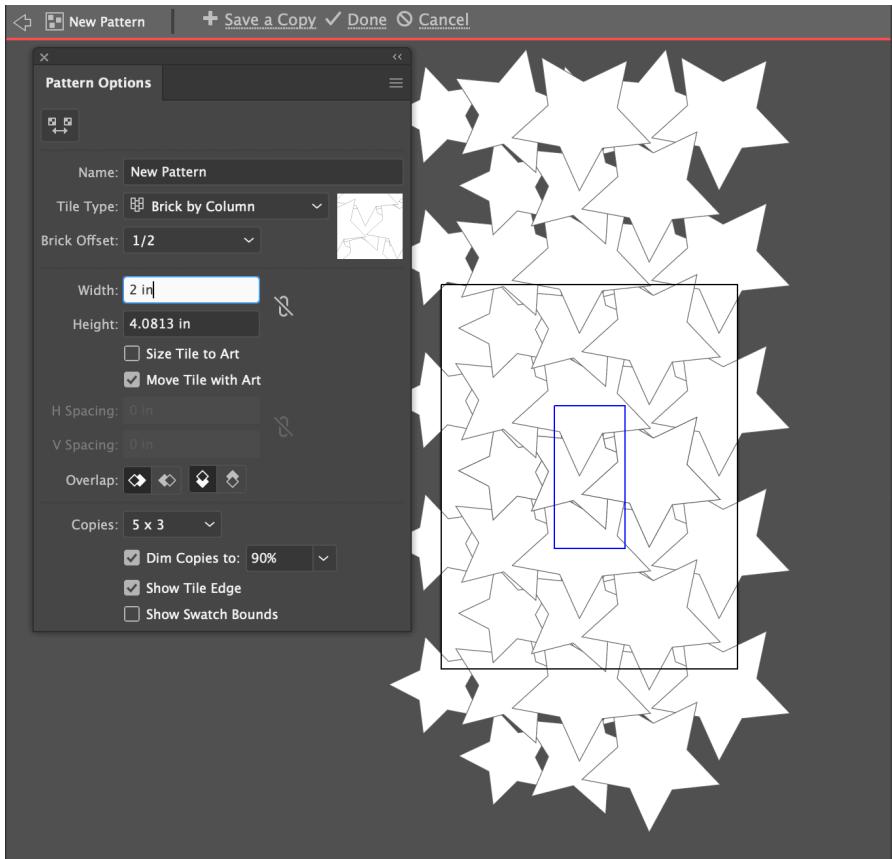
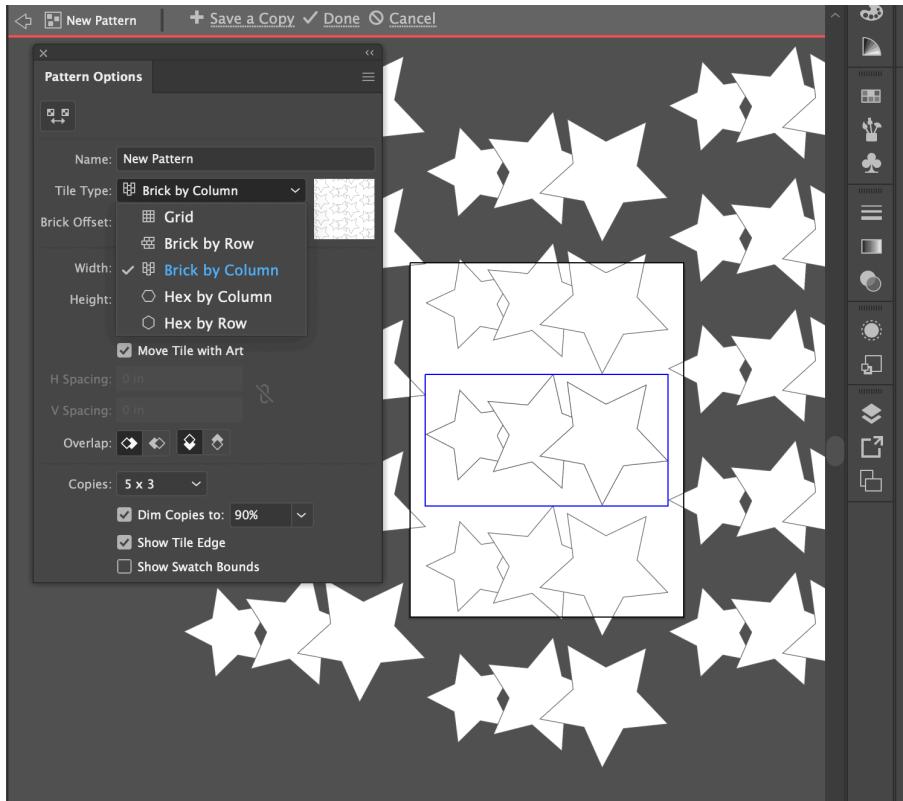


Step 4: Adjust the Tile Type, Width, and Height to your preferences using the Pattern Options



Name: _____

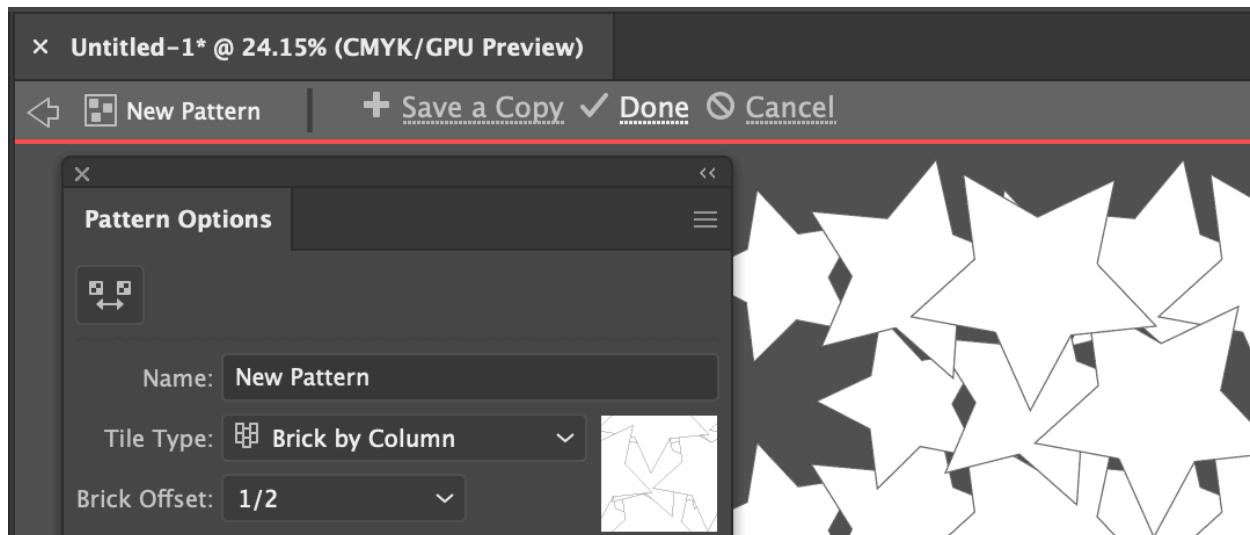
Graphic Design



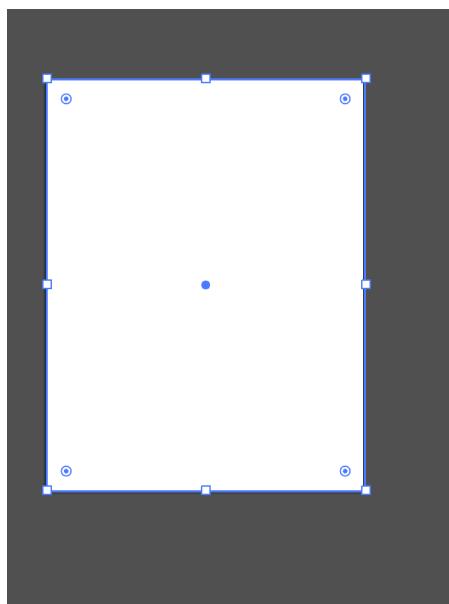
Name: _____

Graphic Design

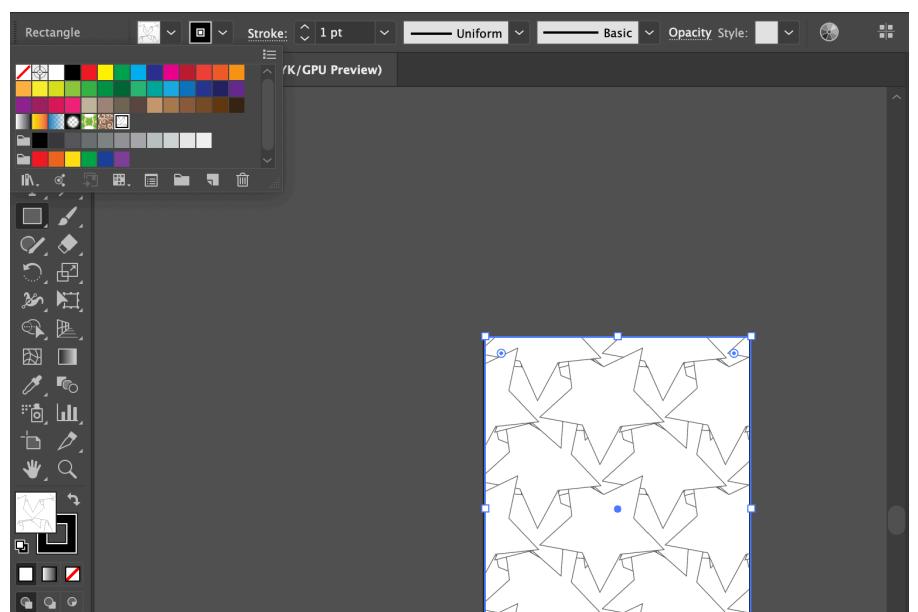
Step 5: Click "Done" when you are finished with the pattern



Step 6: Create a 8.5" x 11" Rectangle to place over your whole art board and keep it selected



Step 7: Select the "Fill" box and find your pattern as shown

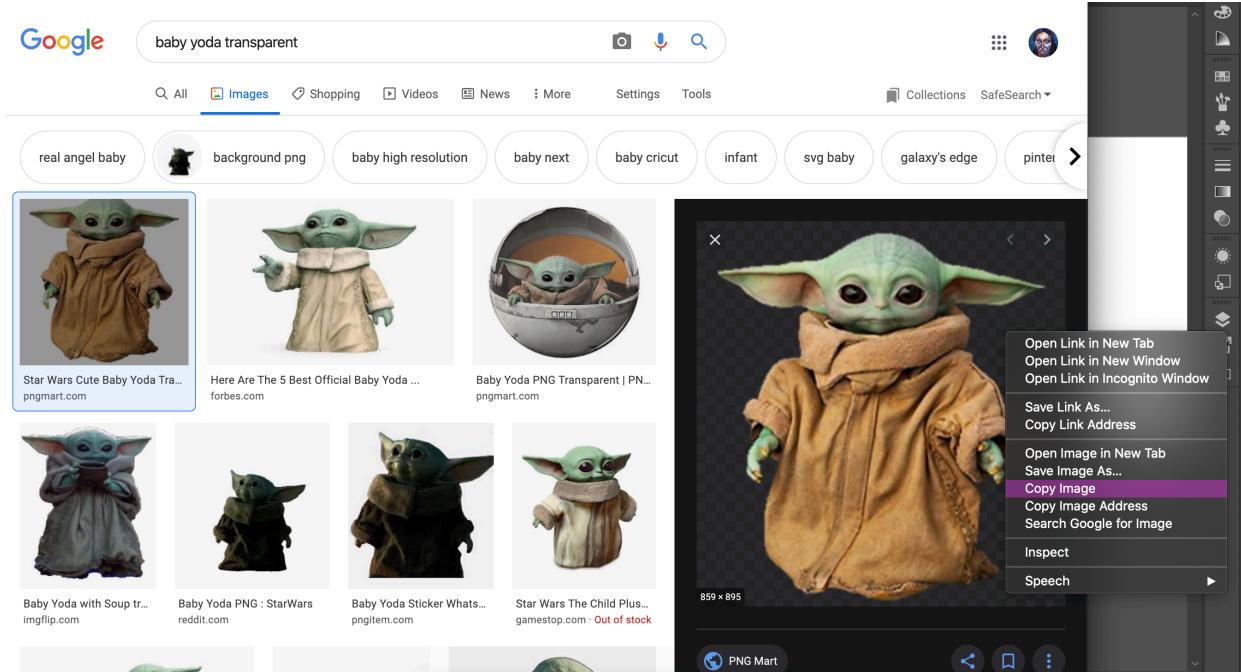


Name: _____

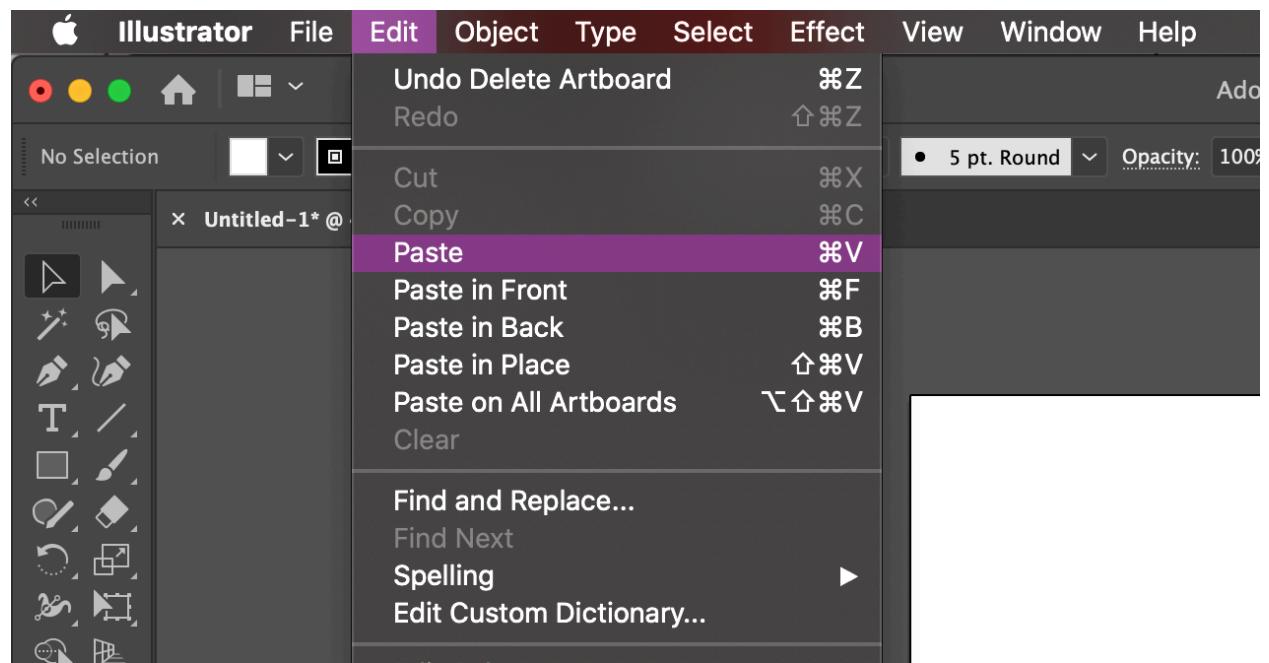
Graphic Design

How to Make a Silhouette in Illustrator:

1 FIND A TRANSPARENT IMAGE TO COPY

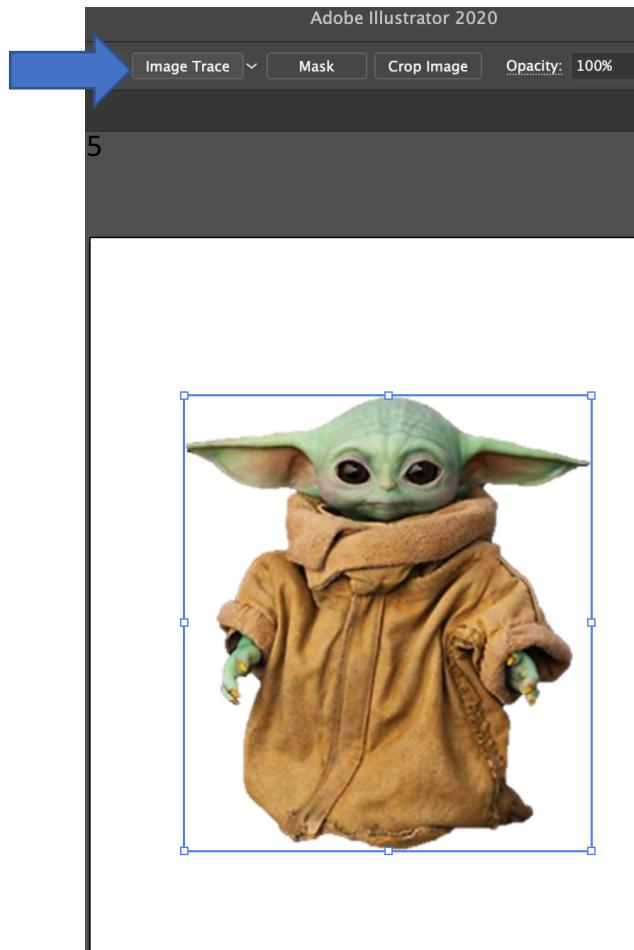


2 PASTE ONTO AN ILLUSTRATOR ARTBOARD

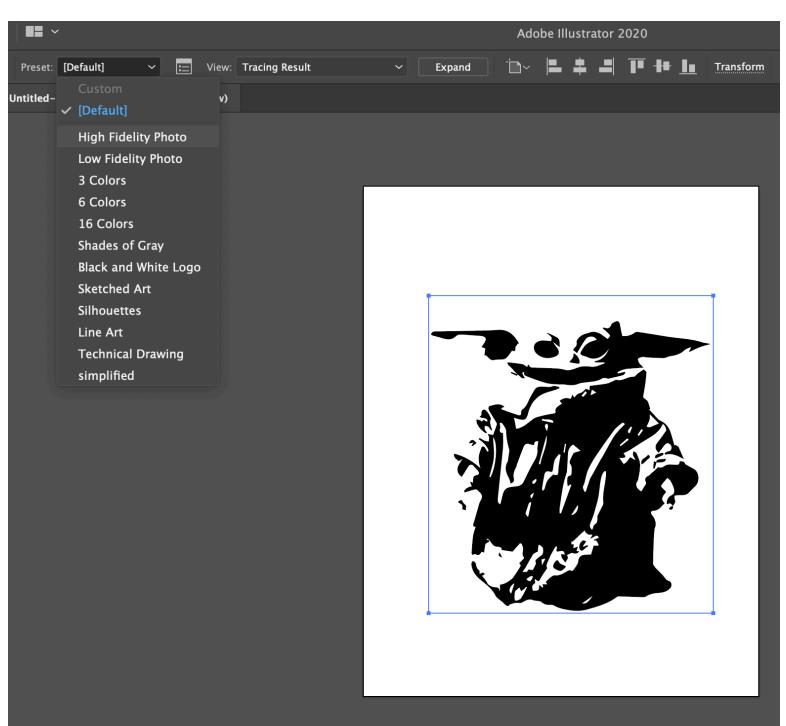


How to Make a Silhouette in Illustrator:

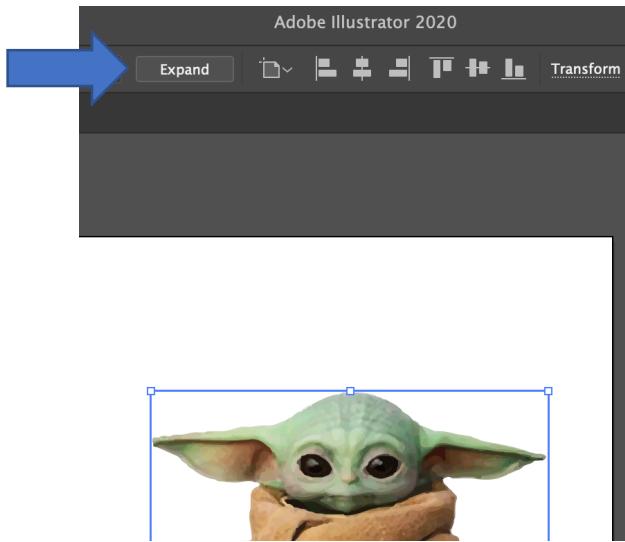
3 PRESS “IMAGE TRACE”



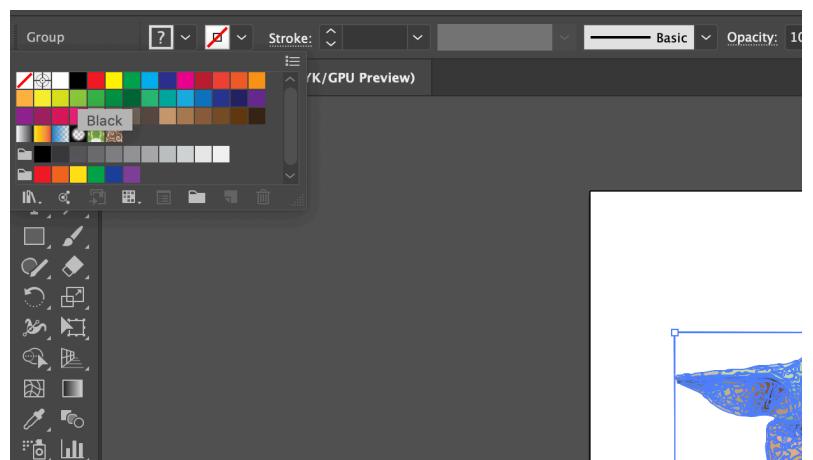
4 SELECT “HIGH FIDELITY PHOTO”



5 PRESS “EXPAND”

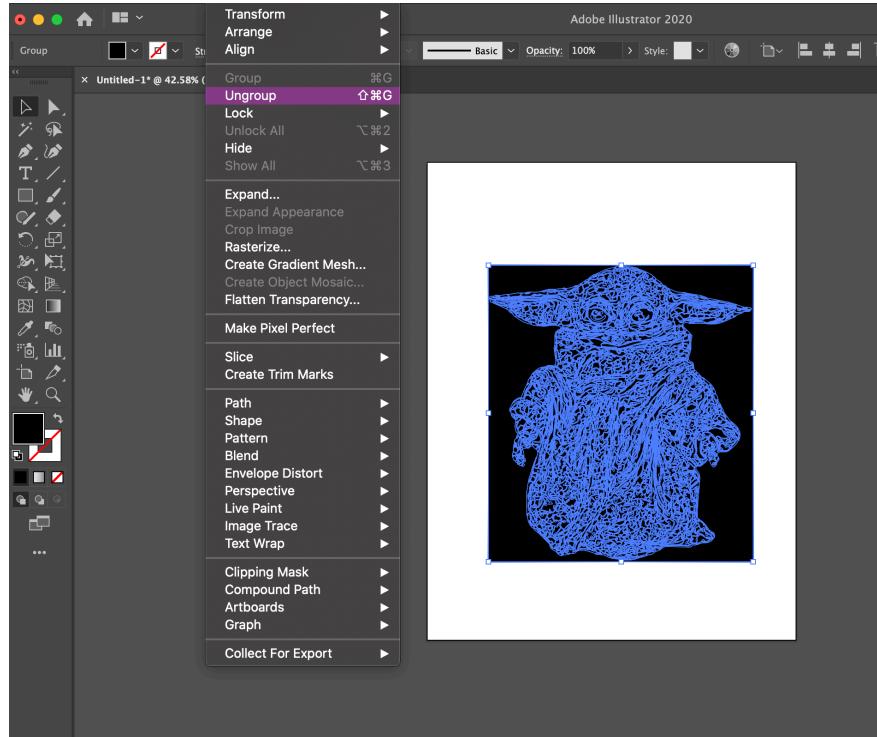


6 PICK YOUR FILL COLOR

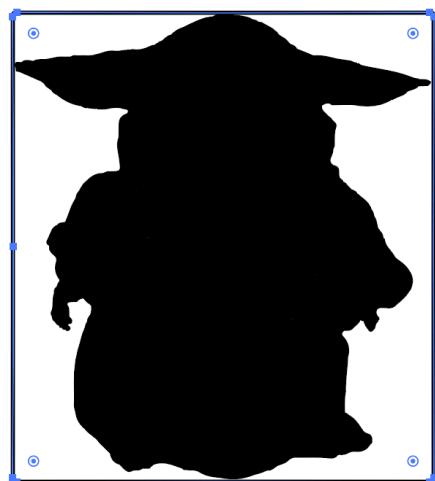


How to Make a Silhouette in Illustrator:

7 (DO THIS STEP TWICE) SELECT ALL AND UNGROUP



8 DELETE BACKGROUND SHAPE (I CHANGED IT HERE TO SHOW IT BETTER IN A PICTURE)



Name: _____

Graphic Design



	Master	Skilled	Apprentice	Beginner
Students generate and conceptualize artistic ideas and work. Students apply research to support development of their quote poster design. (P.MA.Cr.01)	Students gathered three or more other artists' quote posters as research for their own design.	Students gathered two other artists' quote posters as research for their own design.	Students gathered one other artist's quote poster as research for their own design.	Student did not research other artists' quote posters.
Students refine and complete multiple versions of the quote poster design. (P.MA.Cr.03)	Student creates more than two versions of the quote poster design.	Student creates two versions of the quote poster design.	Student creates one complete quote poster design.	Student does not submit a completed quote poster design.
Students refine and complete a quote poster design that focuses on hierarchy and emphasis and pattern. (F.V.Cr.03)	<ul style="list-style-type: none"> -Student creates a clear hierarchy of elements which emphasizes a single element as the most important. -Student incorporates a pattern into one silhouette or part of a silhouette, which visually supports the concept of the quote. 	<ul style="list-style-type: none"> -Student creates a design with some elements <u>emphasised</u> more than others. -Student incorporates a pattern into one silhouette or part of a silhouette. 	<ul style="list-style-type: none"> -Student creates a design with some hierarchy but no clear emphasis. -Student incorporates a pattern into the design but not in a silhouette. 	<ul style="list-style-type: none"> -Student does not differentiate elements by importance through any hierarchy. -Student did not incorporate a pattern into one silhouette or part of a silhouette.



Name: _____

Graphic Design

How did you create hierarchy through the visual elements of your quote poster?

What do you think was successful about your quote poster?

How could you improve your design?
