

# TECHNOLOGY ACTIVITY

## GRAPHIC DESIGN

### NATIONAL STANDARDS

- #11 – Students will develop the ability to apply the design process
- #17 - Students will develop an understanding of and be able to select and use information and communication technologies
- #19 - Students will develop an understanding of and be able to select and use manufacturing technologies

### NATIONAL BENCHMARKS

- #11 – N Identify criteria and constraints and determine how these will affect the design process
- #11 – Q Develop and produce a product or system using a design process
- #17 – N Information and communication systems can be used to inform, , persuade, entertain, control, manage, and educate
- #17 – M Information and communication systems allow information to be transferred from human to human, human to machine, and machine to machine
- #17 – P There are many ways to communicate information, such as graphic and electronic means
- #19 – R Marketing involves establishing a product’s identity conducting research on its potential, advertising it, distributing it, and selling it.

### ACTIVITIES

- Students will be able to define what the aspects and qualities of good design are for the following projects:
  1. Note pads
  2. Flyers
  3. Logos design
  4. Pictographs
  5. Heat transfer design
  6. Web Page Header
  7. Yearbook cover design
  8. Yellow page ad
  9. Silk screen design
  10. Video/CD/DVD cover design
  11. Air Brush Design
- Students will develop five of the above graphics projects
- Students will enter suitable projects where applicable into State Contest/Expo events
- Students will develop a plan to advertise, distribute and sell at least one of their designs and research the companies and or individuals who may be interested in its purchase
- Identify careers associated with graphic arts design

### SHOW ME STANDARDS

#### Performance Standards:

- Goal #1- 2 Conduct research to answer questions and evaluate information and ideas
- Goal #1- 10 Apply acquired information, ideas and skills to different contexts as students, workers, citizens and Consumers
- Goal #1- 3 Exchange information, questions and ideas while recognizing the perspectives of others

#### Knowledge Standards:

COMM ARTS #1 Speaking writing standard English

### ASSESSMENT

- Finished projects show elements and aspects of good design
- Projects will be evaluated against State Expo and Contest evaluation rubrics to determine suitability for entry
- Plan for distribution and research for distribution of target audience presented
- Careers identified and presented to class