

Unit Title: Logo Design/ Business Card Designs

Grade Level: (example: 9, 10, 11, 12 or 7-8) 8 grade

Subject Area: (example: Science, Physics; English, Short Stories) Art

Duration/Length/Number of class periods: (example: 5 class periods) 5 class sessions

Description: Students will create an original logo design, using art elements and principles of design to create a strong cohesive logo to use on their Business Card project.

They will be using Photoshop tools: basic tools, selection tools, magnetic lasso, layers menu, and picture package layout. Students will use an assessment to share back their knowledge of photoshop skills, reflection of plan for logo and marketing knowledge of their business.

Established Goals (National, State, Local):

Demonstrate knowledge and use of the technical skills of the art form, integrating technology when applicable. Visual Arts 6.1.2.5.1 1.

Artistic Process: Create and Make by creating an original two dimensional artworks in a variety of artistic contexts. Visual Arts 6.2.1.5.1 1.

Revise artworks based on the feedback of others and self-reflection and artistic intent. Visual Arts 6.2.1.5.2 2.

What Enduring Understandings are desired?

Generate unique visual ideas in order to design an artwork.

Design an artwork that is innovative and engaging to viewers.

Create an original logo design applying Photoshop software.

What Essential Questions will be considered?

How do I best document a design concept?

How is a logo design an art form?
 How do I generate an innovative art idea?
 What business or product could you invent to create an original logo for marketing your product?

Students will know / be able to:

Photoshop basic skills: using layers menu, tools bar, filter menu, layer flattening and saving document as a JPEG

1. Students need to be able to create an original design
2. Use guidelines in powerpoint presentations as a checklist
3. Students will be able to create final layouts of business cards. 4 different layouts using same logo design

Description <i>Units must include at least one of each formative, summative, introductory activity and learning activity. Check the appropriate box; one per row.</i>	Fo m a t i v e	Su m m a t i v e	Intro duct ory Acti vity	Lea rnin g Acti vity	Stude nt Techn ology Used	Teac her Tech nolo gy Used	ISTE Stan dard s
1. Day 1 students will look at existing logo and write 3 traits about logo design. Start sketch on paper for their logo to be designed in Photoshop.	x		x				
2. Pair/ Share: students discuss their drawing with a partner to look for key information on what is working or not working with their design. On a device, students answer discussion questions about their design elements using a Poll Everywhere				x	x		
3. Discussion groups: Ask students why they think why given logo communicates a message, why a logo can be described as branded. On a device, students post their ideas on a padlet .			x		x		1c 2A
4. Lecture: Explain Photoshop basic tools, and related vocabulary.			x				
5. Work time to create logo design and creating 4 business card layouts.				x			6
6. Students will post finished work and self-assessment on Schoology for sharing.	x						6

Materials, tools and resources: Photoshop software,

Unit Plan Author Julie Pyle, Hidden Oaks Middle School, jpyle@priorlake-savage.k12.mn.us

Additional credit given to

