

IAA Curriculum

Content Area	Digital Arts	Grade	9-12
Course Name	Digital Arts Major Level II		

Unit	Unit 1: Adobe InDesign
Concepts	In this unit students will be introduced to Adobe InDesign, the industry standard for page layout in graphic design.
Big Ideas	How does InDesign differ from Illustrator? How does creating a custom workspace help you thrive as a designer? How can you adapt different layouts for print and media?
Essential Understandings	As a designer the ability to create a custom workspace which allows you to adapt layouts for varying purposes is an important process. Knowing the ins and outs of In Design will allow students to create time saving custom workspaces, master pages, and multiple page documents that are used in the real design world to create numerous projects from books, and magazines to brochures and annual reports. Understanding the tools and workflow of InDesign is vital for any designer.
Competencies	<ul style="list-style-type: none"> ● Understanding the InDesign interface ● Setting document properties, including dimensions and margins ● Understand how to create a Workspace and save custom Workspaces ● Identify menu items, tools, palettes and menus and how to use them ● Utilize keyboard commands to maximize productivity ● Learn to navigate a multi-page document ● Learn to set rulers, guides and measurements and view options ● Set margin and column guides ● Learn how to insert, delete, and move pages ● Add sections and page numbers ● Create master pages ● Understand page layout and printer spreads ● Import text and auto-flow text ● Import graphics from various formats and understand how to use the Links panel ● Understand grouping and locking objects ● Apply basic character styling ● Understand paragraph formatting ● Apply character, paragraph and object styles ● Create a table with rows and columns ● Create color swatches

	<ul style="list-style-type: none"> • Export files to different formats such as PDF, JPEG and TIF • Understand the print dialogue box • Export printer ready PDF files (with crop marks, registration marks and properly set colors for separation) 					
Dates (estimates only)	Smart Objectives	Instructional Strategies and Activities	PA CC Standards	Keystone or PSSA Anchors	Keystone / PSSA Eligible Content	Vocabulary
(25-30 days)	Understand and demonstrate how to design a page layout in InDesign	Various teaching methods will be used during the course. Handouts and discussion will be used, however, most of the instruction of this course will be a hands on instruction, in groups and individually. Live demonstrations will be made by the instructor then repeated and practiced by the students with one-on-one interaction to check for understanding. Real-time lessons will take place in a large group with the teacher on the computer using the projector or Apple TV, students working on their own computers with the teacher. Individual proofing and consulting will take place after demonstrations take place and art projects begin. Group critiques and individual evaluation will take place upon completion of art projects. During the course of the year students will be given the opportunity to review design books and magazines, as well as review websites for potential ideas for new projects.				Grid Guide Column Row Margin Pagination Master Page Work Space Indent Header Footer Printer Spread
	Design and produce a document using desired fonts, formatting, margins, indents, tabs, gutters,					

	header and footer, guides, trims, folds, and proper leading					
	Demonstrate text alignment, element positioning, and rules of page design for printed matter					
	Set up column grids for page layout according to job specifications					
	Set up and select appropriate pagination for a given job					
	Create design solutions that follow the basic principles of design					
	Adapt layouts to different print and digital media					
	Create master templates from custom layouts for multi-page documents					
Resources	Adobe Creative Cloud, PBS, YouTube, AIGA, 99designs.com, The Noun Project, Behance, Adobe Color, Niice, Unsplash, Drawkit, Dafont, Print Magazine, Communication Arts					
Formative Assessments	Class participation, design trivia, one on one interactions and critiques, class critiques, design projects, quizzes, and tests.					
Summative Assessments	Completion of projects showing mastery of the covered unit topics, quizzes, and tests.					
Strategies for ELL and IEP Support	One on one instruction, Check in's and translations, Verbal/non verbal cues to stay on task, Modified independent practice, Modified exit ticket, Modified Assessment, Extended time if necessary					

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Course Name	Digital Arts Major Level II					
Unit	Unit 2: Layout and Composition					
Concepts	In Unit 2, students will learn the essential elements of composition and layout design. Students will create dynamic compositions and multi-page layouts using their knowledge of design elements and principles, and the design process.					
Big Ideas	How are layout and Composition similar? How are they different? How can you use the principles of design to create an effective and organized layout in a design? How can you use the design process in order to improve and revise layouts? What does it mean to create emphasis on a design layout?					
Essential Understandings	<p>What is the layout of a design? Page layout is the part of design that deals in the arrangement of visual elements on a page. It generally involves organizational principles of composition to achieve specific communication objectives. What is composition? Composition is the term used to describe the arrangement of the visual elements in a painting or other artwork</p> <p>Layout consists of balance, proximity, alignment, repetition, contrast and white space. These concepts work together to create the graphic design projects you see daily. Layout and composition are the foundation of any design project, and understanding the relationship between them is essential to a graphic designer.</p>					
Competencies	<ul style="list-style-type: none"> ● Understanding image composition ● Understanding techniques used to create visual hierarchy ● Understanding the relationship between color, typography, layout, and tone ● Designing for readability ● Balancing graphics and text ● Designing for emphasis ● Designing for usability ● Designing on a grid ● Using design to differentiate content ● Designing multicolumn and multi-page layouts ● Advanced understanding of proportion and its application in layout design ● The ability to create unified systems out of dissimilar elements 					
Dates	Smart	Instructional Strategies	PA CC	Keystone or	Keystone /	Vocabulary

(estimates only)	Objectives	and Activities	Standards	PSSA Anchors	PSSA Eligible Content	
(25-30 days)	Understand the differences between layout and composition	Various teaching methods will be used during the course. Handouts and discussion will be used, however, most of the instruction of this course will be a hands on instruction, in groups and individually. Live demonstrations will be made by the instructor then repeated and practiced by the students with one-on-one interaction to check for understanding. Real-time lessons will take place in a large group with the teacher on the computer using the projector or Apple TV, students working on their own computers with the teacher. Individual proofing and consulting will take place after demonstrations take place and art projects begin. Group critiques and individual evaluation will take place upon completion of art projects. During the course of the year students will be given the opportunity to review design books and magazines, as well as review websites for potential ideas for new projects.				Composition Layout Copy Headline Caption Gutter Full Bleed Rule of Thirds Golden ratio Alignment Hierarchy Negative Space
	Understand and implement visual hierarchy, designing for emphasis, and designing for readability					
	Successfully use a grid system					
	Understand and be able to implement the Rule of Thirds and					

	the Golden Ratio					
	Successfully use the rules of layout and composition to create several different layouts, both single, and multi page					
Resources	Adobe Creative Cloud, PBS, YouTube, AIGA, 99designs.com, The Noun Project, Behance, Adobe Color, Niice, Unsplash, Drawkit, Dafont, Print Magazine, Communication Arts					
Formative Assessments	Class participation, design trivia, one on one interactions and critiques, class critiques, design projects, quizzes, and tests.					
Summative Assessments	Completion of projects showing mastery of the covered unit topics, quizzes, and tests.					
Strategies for ELL and IEP Support	One on one instruction, Check in's and translations, Verbal/non verbal cues to stay on task, Modified independent practice, Modified exit ticket, Modified Assessment, Extended time if necessary					

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Unit	Unit 3: Print Production for Designers
Concepts	Print Production for Designers focuses on current print production procedures that can ready designers for real world policies, procedures and accountability. Understanding printing processes is an essential part of designing that can assure a predictable outcome. Emphasis is on the importance of personal communication skills to better advance ideas. Topics include print media specifications, digital prepress, PreFlyt, page imposition, proofing, and preparation of color files.
Big Ideas	How do designers prepare files for the printing process? How can designers make an effort to use sustainable printing resources? What is a budget and how does it affect a design?
Essential Understandings	Students will explore and apply concepts in print production from planning a project through completion of a project. Students will develop problem solving techniques to guide them through the process of organizing a complete project, including analysis of the project components, color(ink) selection, paper selection, photography, die-cutting, foil stamping, embossing and binding. Reproduction issues including timelines, budgets, ink properties, paper properties and design mechanics will be applied to individual projects.
Competencies	<ul style="list-style-type: none"> ● Understand how to set up document bleeds ● Understand crop marks, registration marks, color bars and page information ● Demonstrate skills in producing print friendly designs that are cost-effective ● Analysis of paper composition – how to select paper for printing based on design factors, quality issues, ink holdout and cost ● Develop proofing and press checking skills ● Use professional language and terminology used in printing and graphic design professions ● Define and discuss production issues such as trapping, color placement, imposition, scanning and their respective design-cost issues ● Evaluate alternative techniques in production such as die cutting, binding, foil stamping and varnishing ● Apply production knowledge to simple collaterals and multicomponent packages ● Discuss customer/vendor relationships and ethics ● Organize, prepare and present a completed project using a planning grid, proposals and estimate forms for the project

Dates(estimates only)	Smart Objectives	Instructional Strategies and Activities	PA CC Standards	Keystone or PSSA Anchors	Keystone / PSSA Eligible Content	Vocabulary
(25-30 days)	Understand the importance of proper file preparation for the printing process	Various teaching methods will be used during the course. Handouts and discussion will be used, however, most of the instruction of this course will be a hands on instruction, in groups and individually. Live demonstrations will be made by the instructor then repeated and practiced by the students with one-on-one interaction to check for understanding. Real-time lessons will take place in a large group with the teacher on the computer using the projector or Apple TV, students working on their own computers with the teacher. Individual proofing and consulting will take place after demonstrations take place and art projects begin. Group critiques and individual evaluation will take place upon completion of art projects. During the course of the year students will be given the opportunity to review design books and magazines, as well as review websites for potential ideas for new projects.				Pre Press PrintProduction Proofing Color Separation Budget Trapping Sustainable Die Cutting Binding Foi Stamping Embossing Varnishing Paper Stock Pantone
	Understand and use the proper vocabulary to effectively communicate with printers and vendors					

	Learn to use a budget					
	Design and prepare several files for print from start to end as if you were working for a client					
Resources	Adobe Creative Cloud, PBS, YouTube, AIGA, 99designs.com, The Noun Project, Behance, Adobe Color, Niice, Unsplash, Drawkit, Dafont, Print Magazine, Communication Arts					
Formative Assessments	Class participation, design trivia, one on one interactions and critiques, class critiques, design projects, quizzes, and tests.					
Summative Assessments	Completion of projects showing mastery of the covered unit topics, quizzes, and tests.					
Strategies for ELL and IEP Support	One on one instruction, Check in's and translations, Verbal/non verbal cues to stay on task, Modified independent practice, Modified exit ticket, Modified Assessment, Extended time if necessary					

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Unit	Unit 4: Advertising Design
Concepts	This will be a hands on course dealing with the two fundamental advertising skills: copywriting and art direction.
Big Ideas	How can you use the design thinking process to reach a specific audience? How can advertising design influence cultural change? How can guerilla marketing be a successful tactic in both print and online media? How can collaboration lead to a more effective advertising campaign?
Essential Understandings	Advertising isn't just about coming up with a new ad campaign for a Fortune 500 company, it's also about being able to communicate with multiple audiences in all marketing avenues, including social networks, online advertising and all digital engagements. Advertising is made of ideas: a well-developed concept makes brands memorable and takes hold in the popular imagination. Advertising strategies seek to persuade, but the really good ones inspire. Art Directors create long-lasting imagery with impact, stirring emotion and influencing cultural change. In Advertising Design students will learn to devise advertising strategies — based on research and consumer insights — that integrate digital and social media, content creation and user experience, print and television and study how innovative approaches to persuasion (viral and guerrilla marketing) have redefined the playing field.
Competencies	<ul style="list-style-type: none"> • Practice analysis and conceptual thinking as the first tasks of the designer, paired with the ability to produce effective and memorable communication in a socially responsible way. • Conduct research and synthesize critical thinking to develop strategies for solving marketing problems and creating transformative ideas. • Combine the disciplines of art direction, copywriting and digital design in creating integrated campaigns using appropriate media choices to reach the intended audience. • Demonstrate proficiency in designing interactive user engagement and “cross-platform” experiences that apply alternative and emerging digital media, technology, tools, and devices. • Collaborate in creative teams and lead effectively; articulate strategy and ideas, critique others and defend their work in a mock agency/studio environment.

Dates(estimates only)	Smart Objectives	Instructional Strategies and Activities	PA CC Standards	Keystone or PSSA Anchors	Keystone / PSSA Eligible Content	Vocabulary
(1 Quarter)	Understand advertising design principles and how to apply them into effective advertising	Various teaching methods will be used during the course. Handouts and discussion will be used, however, most of the instruction of this course will be a hands on instruction, in groups and individually. Live demonstrations will be made by the instructor then repeated and practiced by the students with one-on-one interaction to check for understanding. Real-time lessons will take place in a large group with the teacher on the computer using the projector or Apple TV, students working on their own computers with the teacher. Individual proofing and consulting will take place after demonstrations take place and art projects begin. Group critiques and individual evaluation will take place upon completion of art projects. During the course of the year students will be given the opportunity to review design books and magazines, as well as review websites for potential ideas for new projects.				Ad Words Art Director Audience Banner Advert Copywriting Cost Per Click Cross Channel Display Advertising Geo Targeting Guerrilla Marketing Impressions Media Cost Media Market Opt In Reach Skyscraper Spot Yield
	Identify basic advertising terminology					
	Develop an understanding of copy and graphic elements that form an internally consistent and coherent design					

	Be able to design advertisements that transmit an image consistent with its intended audience					
	Execute design that supports an underlying concept, idea or message					
Resources	Adobe Creative Cloud, PBS, YouTube, AIGA, 99designs.com, The Noun Project, Behance, Adobe Color, Niice, Unsplash, Drawkit, Dafont, Print Magazine, Communication Arts					
Formative Assessments	Class participation, design trivia, one on one interactions and critiques, class critiques, design projects, quizzes, and tests.					
Summative Assessments	Completion of projects showing mastery of the covered unit topics, quizzes, and tests.					
Strategies for ELL and IEP Support	One on one instruction, Check in's and translations, Verbal/non verbal cues to stay on task, Modified independent practice, Modified exit ticket, Modified Assessment, Extended time if necessary					

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Unit	Unit 5: Editorial Design
Concepts	Editorial design has a big impact on how written information is understood. Traditionally, it has referred to designing for newspapers, magazines, and books. These days, it could also refer to designing for online publications.
Big Ideas	How has editorial design been influenced by the history of printing? How has the digital revolution changed the scope of editorial design? How has it not? What do you think contemporary editorial design will look like?
Essential Understandings	The goal of editorial design is to make publications attractive, visually interesting, and easy to read. Good editorial design is cohesive, clear, and draws readers in. As a profession, editorial design encompasses one of the largest employers of graphic designers. The amount of media that is created between the fields of book design, newspaper publication, magazine design and their online counterparts demands the attention of many different designers with varied specialties. Even though the development of the computer has put many publishers, newspapers and magazines out of business there are many who are also finding a home in electronic media that include online blogs, iPhone apps and electronic publication. The amount of content included in the publication of things like books and magazines demand strict guidelines and rules for the use of typography and layout within the volumes and periodicals produced. The success of these publications depends on clear communication and consistent story telling, both of which demand rigorous applications of grid layouts and the establishment of visual hierarchies in order to keep readers entertained while they consume the content.
Competencies	<ul style="list-style-type: none"> ● View editorial design as a multifaceted and diverse discipline ● Produce editorial design that satisfies readers, content providers (such as writers, editors and photographers) through tuition, guidance and insight ● Develop a new found confidence in the ability to work in print and electronic media ● Discuss approaches and gather knowledge about contemporary and historical trends, building awareness of the wider editorial design landscape ● Develop an enhanced notion of what a contemporary editorial design practice can be ● Expand your skills and grow confidence in making editorial design approaches.

Dates(estimates only)	Smart Objectives	Instructional Strategies and Activities	PA CC Standards	Keystone or PSSA Anchors	Keystone / PSSA Eligible Content	Vocabulary
(1 Quarter)	Define, evaluate and creatively develop the identity and layout of a periodical publication.	Various teaching methods will be used during the course. Handouts and discussion will be used, however, most of the instruction of this course will be a hands on instruction, in groups and individually. Live demonstrations will be made by the instructor then repeated and practiced by the students with one-on-one interaction to check for understanding. Real-time lessons will take place in a large group with the teacher on the computer using the projector or Apple TV, students working on their own computers with the teacher. Individual proofing and consulting will take place after demonstrations take place and art projects begin. Group critiques and individual evaluation will take place upon completion of art projects. During the course of the year students will be given the opportunity to review design books and magazines, as well as review websites for potential ideas for new projects.				Body Text Byline Call Out Camera Ready Copy Cutline Digital Edition Downrule Dropcap Editorial Feature Leaf Masthead Nameplate Periodical Pull-quote Sidebar Spine Spread
	Identify the different areas editorial design covers					
	Recognize and discuss issues related to editorial design history and theory					

	Distinguish and evaluate the characteristics of a periodical publication; function, format, target audience, branding and identity					
	Define the design principles influencing the development of typography and layout in periodical publications					
	Demonstrate an understanding of the different design parameters utilized in the development of a periodical publication					
	Appraise the technical issues (color, images and font usage) for the output of a publication					
Resources	Adobe Creative Cloud, PBS, YouTube, AIGA, 99designs.com, The Noun Project, Behance, Adobe Color, Niice, Unsplash, Drawkit, Dafont, Print Magazine, Communication Arts					
Formative Assessments	Class participation, design trivia, one on one interactions and critiques, class critiques, design projects, quizzes, and tests.					
Summative Assessments	Completion of projects showing mastery of the covered unit topics, quizzes, and tests.					
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