GRAPHICS AND PHOTOSHOP LESSON PLAN, 103.00-103.02

OVERVIEW AND OBJECTIVES:

- 103.00   Understand concepts and methods used to create digital graphics.
- 103.01   Understand concepts used to create digital graphics. (15%)
- 103.02   Understand digital graphics production methods, software, and hardware. (15%)

MATERIALS:

- 103.01 Graphic Concepts Notes
- 103.01 Elements of Design Notes
- 103.01 Principals of Design Notes
- 103.02 Graphics Procedure Notes
- Class Website via Weebly
  - Whsdigitalmedia.weebly.com
- Skeleton Notes Packet - 103
- iMac computers
- Internet
- LCD projector
- Microsoft Word
- Elements
- Adobe CS6 Photoshop
- Sandwich Tutorial
- Sandwich Images
- Sandwich Rubric
- Beetle Tutorial
- Beetle Rubric
- Graffiti Tutorial
- Graffiti Rubric
- Night Sky Tutorial
- Night Sky Rubric
- Magazine Design Project Directions
- Magazine Design Project Rubric
- Photoshop Toolbar and Window Labeling WS
- File Types WS

ESSENTIAL QUESTION:

- *What are the basic concepts used to create digital graphics?*

- *What are the basic procedures for producing digital graphics?*

ESTIMATED TIME TO COVER:

103.01: 15% - 13.5/90 days

103.02: 15% - 13.5/90 days

Note: Estimated time is based upon the fact that 15% of the end-of-course questions will come from this objective. Some objectives may require more or less than the estimated time based on the lessons and activities.

PATHWAY TO ADOBE CERTIFICATION

- **Adobe Photoshop CS6:**
  - Identify the purpose, audience, and audience needs for preparing image(s).
  - Understand key terminology of digital images.

o   Identify elements of the Photoshop CS6 user interface and demonstrate knowledge of their functions.
o   Demonstrate an understanding of and select the appropriate features and options required to implement a color management workflow.
o   Use Photoshop guides and rulers.

103.01 EXPECTED OUTCOMES:

Upon completion of this objective, the student will be able to:
- ✓   Demonstrate knowledge of the elements of design.
- ✓   Demonstrate knowledge of the principles of design.
- ✓   Demonstrate knowledge of basic concepts of digital graphics.

103.02 EXPECTED OUTCOMES:

Upon completion of this objective, the student will be able to:
- ✓   Demonstrate knowledge of pre---production methods to plan for digital graphics.
- ✓   Demonstrate knowledge of production methods for digital graphics.
- ✓   Demonstrate knowledge post---production methods for optimizing digital graphics.

TEACH 1: GRAPHIC CONCEPTS

- Bellwork: Students will have a Bellwork assignment each day they must complete in the first 5 minutes of class in their individual Bellwork folders. They must record the date, the question and their answer; these are submitted each Friday for a Quiz grade. Bellwork answers are reviewed each day.
- Explain that we will be examining Graphics in this unit.
- Direct students to log on to their computers, go online, and direct students to the class website. Once there they need to launch the Graphic Concepts Notes.
- Hand out the Notes Packet for students to use while discussing the unit, these will be due on test day and students should use these for note taking and study purposes.
- Begin Notes, explaining each slide in detail with examples. Students will listen to explanations, read online notes, fill in Notes Packet worksheets, answer oral review questions, and participate in class discussion on Graphics.

TEACH 2: PHOTOSHOP: SANDWICH TUTORIAL

- Students will complete worksheet labeling the areas in Adobe CS4 Photoshop to help familiarize them with the locations of everything in the program and to have as reference during classwork and projects.

- Students will launch Photoshop and follow along with teacher demonstration of tools in Photoshop.

- Students will download Sandwich Tutorial and all images that go with the tutorial found on Class website. Using Photoshop, students will follow step by step directions to complete the activity aiding them in becoming familiar with Photoshop layers, vector masks, eraser, layer styles, placing images, scaling, and opacity.

- When complete students will check work against the Sandwich Grading Rubric to ensure everything was completed correctly and turn into teacher as a .psd file and save a copy as a .jpeg into their Portfolio Folder.

CLASS WEBSITE DIRECTIONS:

Photoshop Project- Sandwich

You have been hired to create a graphic design for Tom's Dinner. The owner wants a BLT with sides as a graphic for the dinner. He has supplied you with a graphic of a plate from the dinner. The objective is to obtain a better understanding of Photoshop layers by creating the layers of a sandwich on the plate. You are to follow the directions given by the project manager for the target audience to complete the project.

Open this Project Folder. Right click and Download linked file as for each of the documents and images needed to complete the project. Save them in your Graphics folder on your desktop. Use the teacher's instruction and time in class to assemble your sandwich. Make sure to label all of your layers in the Layers Palette. When you are finished save the file (as a .psd file) to your computer in the Graphics folder. Save the file as lastname + firstname + sandwich.psd (ex. Scalesemilysandwich.psd). This is one of the few times you will not save both a PSD and JPEG of your work. Submit only the PSD of your work. Tell Ms. Scales when you are completely finished and she will give you a flash drive to save your work to for grading. Make sure you've reviewed the rubric for this project to make sure you aren't going to lose any points!

GRADING RUBRIC:

SANDWICH PROJECT RUBRIC

Name _____ Period _____ Date _____

	Score	Possible
LAYERS (35 pts.)		
Each part of the sandwich is on its own layer		14
Each layer is properly named and ordered		14
Layer style is properly applied to at least one layer		7
MASKING (45 pts.)		
Layer mask has been properly applied to each part of the sandwich		14
Masking of each sandwich ingredient is neat and accurate		23
At least one extra item, or side, is properly masked onto the table		8
PROPER FILE MANAGING (20 pts.)		
File was in the proper format (.psd)		8
File was properly named (lastname+firstname + sandwich)		8
File was properly submitted (copied to Scales)		4
Total Score		100

TEACH 3: PHOTOSHOP: COLOR ME PHOTOGRAPH

- Students will launch Photoshop to complete the next tutorial/project

- Students will download read instructions found on class website.

- Teacher will instruct students on using various tools and techniques to colorize a black and white photograph.

- Using Photoshop, students will use paint brush tool, quick select tool, magic wand tool, color picker tool, opacity, brush diameter and hardness, paint bucket to color a black and white photo that they chose from the options on the class website using various techniques demonstrated by teacher.

- When complete students will check work against the Color Me Grading Rubric to ensure everything was completed correctly and turn into teacher as a .psd file and save a copy as a .jpeg into their Portfolio Folder.

CLASS WEBSITE DIRECTIONS:

Color Me Project
Adobe Photoshop is a very powerful image editor that can bring life to otherwise dull and unexciting photos. Using the tools and features of the software, a photographer can take his or her pictures to the next level and produce professional-looking images.

In this project, you will learn how to use the selection and coloring tools of Photoshop to add a splash of color to a black and white photo. The overall goal is to bring a dull photo back to life by accurately coloring the components to make them seem life-like.

Choose one of the black and white images on the right and use the refined selection tools of Photoshop to carefully select particular areas and add color. Be sure to add each color on its own layer just in case you need to make adjustments later on. Leaving several colors on the same layer (especially the background layer) can result in you having to start your project all over again!

As you work, save your project as a .psd and name it lastname + firstname + colorphoto.psd. When you are finished, save it as a JPEG with the same name (ex: scalesemilycolorphoto.jpg) and submit it using the form on the right. Review the rubric for this project to make sure you aren't going to lose any points!

GRADING RUBRIC:

COLOR ME CLASSWORK PROJECT RUBRIC

Name _____ Period _____ Date _____

APPERANCE (30 pts.)	Score	Possible
Realistic colors have been used to color the photo		15
A proper color mode has been applied to each layer		15
SELECTION AND FILL (50 pts.)		
All of the black and white in the photo has been painted		15
Each painted area is clean around the edges with no overlap		35
PROPER FILE MANAGING (20 pts.)		
File was in the proper format (.psd)		8
File was properly named (lastname+firstname + colorme)		8
File was properly submitted (copied to Scales)		4
Total Score		100

TEACH 4: PHOTOSHOP: BEETLE TUTORIALS

- Students will launch Photoshop to complete the next tutorial/project

- Students will download Beetle Tutorial and all images that go with the tutorial found on Blackboard.

- Using Photoshop, students will follow step by step directions to complete the activity aiding them in becoming familiar with Photoshop paint, text, layers, vector masks, eraser, placing images, scaling, and opacity. In addition to all of this, the students will have to apply the information and examples shown of elements and principals of design to create a well design VW Beetle Advertisement

- When complete students will check work against the Beetle Grading Rubric to ensure everything was completed correctly and turn into teacher as a .psd file and save a copy as a .jpeg into their Portfolio Folder.

CLASS WEBSITE DIRECTIONS:

Beetle Ad Project

You've been hired as a graphic designer for a marketing firm. The first assignment the company's given you is to design an advertisement for an automobile. Your job is to personalize a picture of a car with your own colors, logos, and background. Your final product must be a well-developed, attractive advertisement complete with the car's manufacturer logo and unique catchy slogan.

Find pictures of the car you want to make your advertisement for and save them in your Graphics folder. Paint them with any color and design your mind creates, and add logos to the car and/or background to incorporate your personalized style. BE CREATIVE! Take out the white background and place them in a setting of your choosing. Finally, add some text that conveys your unique slogan to finish off your advertisement.

Be sure to arrange your components in a way that utilizes the Elements and Principles of Design and accomplishes your intended purpose. Also, save your file often to avoid losing any of your work. As you may notice, I have provided a final example of what one advertisement may look like - but don't try to copy it! Generate something that shows your skills in Photoshop, as well as your creativeness.

As you work, save your project as a .psd and name it lastname + firstname + product.psd. When you are finished, save it as a JPEG with the same name (ex: scalesemilybeetle.jpg) and turn in BOTH into the Graphics, Beetle folder for your class. Review the rubric for this project to make sure you aren't going to lose any points!

GRADING RUBRIC:

VOLKSWAGEN BEETLE PROJECT RUBRIC

Name _____ Period _____ Date _____

PHOTOSHOP (50 PTS.)	SCORE	POSSIBLE
The paint job on the Beetle is neat and clean		25
Logo was added and masked properly		10
Beetle was quick masked properly with all white gone		15
DESIGN (40 PTS.)		
A theme was given to the design		10
Another image was added to enhance the design		10
There is a clear center of interest		10
Text was added to the design		10
PROPER FILE MANAGEMENT (10 PTS.)		
File was in the proper format (.jpeg)		4
File was properly named (lastname + firstname + beetle)		3
File was properly submitted (copied to Ms. Scales)		3
Total Score		100

TEACH 5: PHOTOSHOP: GRAFFITI WALLPAPER TUTORIAL

- Students will launch Photoshop to complete the next tutorial/project.

- Students will download Graffiti Tutorial from the class website. They will use this throughout lesson.

- Teacher will explain the project and the purpose. To modify images in Photoshop has been all we have done so far, but today we will be creating a new design exclusively in Photoshop using several new tools in Photoshop. Then direct students to watch the demonstration on the LCD projector.

- Teacher will demonstrate the use of the pen tool, custom shapes, layer styles, using color codes to apply color to objects, merging layers, transforming layers, and layer styles.

- Students will watch teacher demonstrate different tools in Photoshop they will need to become familiar with to complete Project. Teacher will demonstrate first 3 steps of the tutorial to get students started.

- Teacher will direct students to complete the first 3 steps just demonstrated.

- When all students have complete steps 1-3, teacher will demonstrate additional steps on LCD projector. Once completed, teacher will direct students to continue with project.

- Tell students that they can personalize their Wallpaper creations to make them personal and more creative. For example, choosing different colors, placing elements in new places, and using creative fonts and text.

- Teacher will discuss the purpose of the Project and the skills and techniques they will gain from this activity.

- Using Photoshop, students will follow step by step directions to complete the activity aiding them in becoming familiar with Photoshop the shapes, text, layers, pen tool, changing perspective, layer styles, scaling, and opacity. In addition to all of this, the students will have to apply the information and examples shown of elements and principals of design to create a well design Graffiti design.

- When complete students will check work against the Graffiti Grading Rubric to ensure everything was completed correctly and turn into teacher as a .psd file and save a copy as a .jpeg into their Portfolio Folder.

CLASS WEBSITE DIRECTIONS:

Your newest client has a love of all things graffiti. You will be creating a computer Wallpaper in Photoshop for them, but first you need to create one for yourself with your name on it to show them as a sample of what you can create! Use the tutorial found here to walk you through the process.

As you work, save your project as a .psd and name it lastname + firstname + graffiti.psd. When you are finished, save it as a JPEG with the same name (ex: scalesemilygraffiti.jpg) and turn in BOTH into the Graphics, Beetle folder for your class. Review the rubric for this project to make sure you aren't going to lose any points!

GRADING RUBRIC:

DIGITAL MEDIA 1
GRAFFITI WALLPAPER PROJECT RUBRIC

Name _____ Period _____ Date _____

PHOTOSHOP (50 PTS.)	SCORE	POSSIBLE
Color Fill and Highlight Layers are done correctly		5
All Shapes have been added correctly and cleanly		20
Pen Tool shapes were added correctly and cleanly		5
All shape parts were colored differently, merged into 1 layer each		10
Stroke and drop shadows were added to all parts needed		10
Perspective and 3D was added to all the shapes		10
Highlights were added to the shapes correctly and cleanly		10
You name was added in a font that works		10
DESIGN (10 PTS.)		
Overall design works well to create a Graffiti wallpaper		10
PROPER FILE MANAGEMENT (10 PTS.)		
File was in the proper format (.psd)		4
File was properly named (lastname + firstname + graffiti)		3
File was properly submitted (copied to Ms. Scales)		3
Total Score		100

TEACH 6: PHOTOSHOP: NIGHT SKY TUTORIALS

- Students will launch Photoshop to complete the next tutorial/project

- Students will download Night Sky Tutorial and all images that go with the tutorial found on Blackboard.

- Using Photoshop, students will follow step by step directions to complete the activity aiding them in becoming familiar with Photoshop paint, text, layers, vector masks, eraser, placing images, scaling, and opacity. The tutorial will only help them create a portion of the activity, students will then create a theme to their ad by adding addition images, adding text, and creating a well balanced layout.

- When complete students will check work against the Beetle Grading Rubric to ensure everything was completed correctly and turn into teacher as a .psd file and save a copy as a .jpeg into their Portfolio Folder.

CLASS WEBSITE DIRECTIONS:

Now it's time to get artistic and creative in Photoshop. You will use the tutorial and the files located here to create a Night Sky piece of art.

As you work, save your project as a .psd and name it lastname + firstname + nightsky.psd. When you are finished, save it as a JPEG with the same name (ex: scalesemilynightsky.jpg) and turn in BOTH into the Graphics, Beetle folder for your class. Review the rubric for this project to make sure you aren't going to lose any points!

GRADING RUBRIC:

DIGITAL MEDIA 1
NIGHT SKY PROJECT RUBRIC

Name _____ Period _____ Date _____

PHOTOSHOP (90 PTS.)	SCORE	POSSIBLE
Main Island drawn well and reflected correctly		15
Smaller island duplicated, transformed, and placed		10
Water layer was added		10
Clouds rendered and quick mask done nicely		15
Cloud.jpeg layers added and adjusted		10
4 gradient layers added		10
Moon was added and properly masked		10
Overall look of the Night Sky		10
PROPER FILE MANAGEMENT (10 PTS.)		
File was in the proper format (.psd)		4
File was properly named (firstname+lastname + beetle)		3
File was properly submitted (copied to Ms. Scales)		3
Total Score		100

TEACH 7: REFLECTIONS PROJECT

- Students will launch Photoshop to complete the next tutorial/project

- Students will download Reflections Tutorial. They will be applying the steps in the tutorial to create their own ad of a product they wish to work with.

- Using Photoshop, students will follow step by step directions to complete the activity aiding them in becoming familiar with Photoshop paint, text, layers, vector masks, eraser, placing images, scaling, and opacity. In addition to all of this, the students will have to apply the information and examples shown of elements and principals of design to create a well design Reflections Advertisement of the product they chose making sure to incorporate more than 1 image, text, and the logo.

- When complete students will check work against the Reflections Grading Rubric to ensure everything was completed correctly and turn into teacher as a .psd file and save a copy as a .jpeg into their Portfolio Folder.

CLASS WEBSITE DIRECTIONS:

Reflections Project
Now it's time to showcase your talents! You have been hired by a marketing company that wants you to design an advertisement for their biggest client. Your job is to take a group of products and showcase them on a stage that reflects their image to make them seem more appealing and attractive.

*Create a new **Photoshop** document that is 850 x 500 pixels. Create a stage and a background for your products. Place **at least three different objects** on the stage. All of the products must be made by the same manufacturer. Find that **manufacturer's logo** and place it on the background wall of your stage. After you have removed any background and made your products more attractive, **create a reflection on the stage for each one**. Make sure you orient the objects in the most appealing way and make them look good! Use the tutorial to help you!*

*Once you have finished placing your objects on the stage and creating reflections **(remember, ANY object that touches the stage must have a reflection)**, save your work as a .PSD and as a JPEG. Name it lastname + firstlame + reflections (ex: scalesemilyreflections.jpg). **Submit only the JPEG.** Tell Ms. Scales when you are finished and she will copy it to her computer for grading.*

GRADING RUBRIC:

REFLECTIONS RUBRIC

Name _____ Period _____ Date _____

PHOTOSHOP (50 PTS.)	SCORE	POSSIBLE
Floor was created with dark and bright layers		5
Wall was created with dark and bright layers		5
Product image was properly inserted and cleanly masked		10
Text was added to create a full add		5
Highlight was added to the floor		5
Highlight was added to the wall		5
A texture filter was added to the wall		5
A reflection was done cleanly and placed properly for the graphics added		10
DESIGN (40 PTS.)		
The color choices work with the overall design		10
The text choices work with the overall design		10
Add has a clear center of interest		10
Overall the layout and choices made create a clean and well design Reflection Add		10
PROPER FILE MANAGEMENT (10 PTS.)		
File was in the proper format (.psd)		4
File was properly named (firstname+lastname + reflection)		3
File was properly submitted (copied to Ms. Scales)		3
Total Score		100

ADAPTATIONS/MODIFICATIONS:

- Teacher Copy notes will be provided as needed.

- Modified Assignments for testing, classwork, and homework will be provided as needed.

- Extended time and separate setting on assignments and tests will be provided as needed.

- All information, class notes, and assignments are available on class website for all students.

- Study guides prior to assessments/test will be provided as needed.

- Extra help an tutoring is available during SMART Lunch each week on Tuesdays and Fridays, and other days if requested by student.

- All materials are put on Blackboard for easy accessibility by students.

EXTENSION OF LESSON PLAN:

- As students need or want more practice in Photoshop, they will be able to access a variety of different activity assignments they may complete that will allow them to critically think, be creative, and produce a product independently.
- Students may challenge themselves to go beyond the tutorials and minimum requirements to enhance their classwork and projects.

ASSESSMENT:

- Students will be tested using an Element/teacher made test to evaluate understanding of material covered.
- Students will complete daily Bellwork to demonstrate their understanding of material covered in class.
- Students will complete tutorial classwork assignments to demonstrate their understanding of the use of the Photoshop program
- Students will complete Photoshop Project to demonstrate their ability to apply the knowledge gleamed in the completion of the tutorials to a unique and creatively driven assignment without having the steps provided to them.
- Students will complete homework summaries to demonstrate understanding of material outside of class.