

Unit 3: Elements of Design – Desktop Publishing

Media Arts I

14 Class Meetings

Created July 2020

Essential Questions

- How do we use design elements and principals to create artifacts for communication?
- How can we create artwork using various media & processes?

Enduring Understandings with Unit Goals

EU 1: Media arts provide powerful and essential means of communication in today’s multimedia world.

- Discover the many modes of digital media used for communication
- Critique and analyze the aesthetics (beauty) and effectiveness of presentations and graphic compositions

EU 2: Artists use elements of art and principles of design to organize visual communication.

- Discover how to use fundamental design elements to engage an audience
- Apply knowledge of software tools to create beautiful works
- Create engaging artifacts that communicate meaningful information and ideas

Standards

National Media Arts Standards:

- MA:Cr1.1.6: Formulate variations of goals and solutions for media artworks by practicing chosen creative processes, such as sketching, improvising and brainstorming.
- MA:Cr2.1.6: Organize, propose, and evaluate artistic ideas, plans, prototypes, and production processes for media arts productions, considering purposeful intent.
- MA:Cr3.1.6b. Appraise how elements and components can be altered for intentional effects and audience, and refine media artworks to reflect purpose and audience.
- MA:Pr5.1.6c: Demonstrate adaptability using tools and techniques in standard and experimental ways in constructing media artworks.
- MA:Pr6.1.6: a. Analyze various presentation formats and fulfill various tasks and defined processes in the presentation and/or distribution of media artworks.
- b. Analyze results of and improvements for presenting media artworks.
- MA:Re7.1.6: a. Identify, describe, and analyze how message and meaning are created by components in media artworks.
- b. Identify, describe, and analyze how various forms, methods, and styles in media artworks manage audience experience. MA:Re8.1.6: Analyze the intent of a variety of media artworks, using given criteria.
- MA:Re9.1.6: Determine and apply specific criteria to evaluate various media artworks and production processes, considering context and practicing constructive feedback.
- MA:Cn10.1.6: a. Access, evaluate, and use internal and external resources to create media artworks, such as knowledge, experiences, interests, and research.
- MA:Cn11.1.6: a. Research and show how media artworks and ideas relate to personal life, and

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social, community, and cultural situations, such as personal identity, history, and entertainment.

ISTE Standards

- Standard 1: Empowered Learner: Students leverage technology to take an active role in choosing, achieving, and demonstrating competency in their learning goals, informed by the learning sciences.
 - 1a. Students articulate and set personal learning goals, develop strategies leveraging technology to achieve them and reflect on the learning process itself to improve learning outcomes.
 - 1c. Students use technology to seek feedback that informs and improves their practice and to demonstrate their learning in a variety of ways.
 - 1d. Students understand the fundamental concepts of technology operations, demonstrate the ability to choose, use and troubleshoot current technologies and are able to transfer their knowledge to explore emerging technologies.
- Standard 6: Creative Communicator: Students communicate clearly and express themselves creatively for a variety of purposes using the platforms, tools, styles, formats and digital media appropriate to their goals.
 - 6b. Students create original works or responsibly repurpose or remix digital resources into new creations.
 - 6d. Students publish or present content that customizes the message and medium for their intended audiences.

ISAAC Vision of the Graduate Competencies

Competency 1: Write effectively for a variety of purposes.

Competency 2: Speak to diverse audiences in an accountable manner.

Competency 3: Develop the behaviors needed to interact and contribute with others on a team.

Competency 4: Analyze and solve problems independently and collaboratively.

Competency 5: Be responsible, creative, and empathetic members of the community.

Unit Content Overview

1. Digital Media Design:
 - Discover the elements and principals of digital design
 - Analyze works of others for effective communication and aesthetics
2. Digital Media Communication:
 - Apply design principals to format documents
 - Design an infographic to communicate data
 - Create a powerful multimedia presentation

Daily Learning Objectives with *Do Now Activities*

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Students will be able to...

- Analyze a variety of artifacts for their aesthetic appeal and professionalism
- Apply email etiquette and accountable talk principals to written communications
- Apply text editing, formatting principals, and computer tools to correct grammatical and formatting errors
- Apply desktop publishing and object formatting principals to images and objects in a document
- Create an illustrated “About Me” artifact following formatting guidelines**
- Analyze a variety of infographics for aesthetic design and effective message delivery
- Develop an understanding of infographic software tools
- Generate a compilation of facts, statistics, and images related to a current social issue
- Create an infographic using design principals to dramatically convey an important message through data
- Analyze a variety of multimedia artifacts for their engagement and aesthetic appeal
- Create a multimedia presentation applying effective presentation layout principals to engage and inform**
- Critique & revise from peer feedback
- Present to share with an authentic audience, add to digital portfolio

Instructional Strategies/Differentiated Instruction

- Whole group instruction
- Small group instruction
- Guided notes
- Instructional videos
- Paragraph frames and sentence starters
- Teacher/student modeling
- Written feedback – teacher and peer
- Think-pair-share and small-group discussions
- Graphic organizers
- Accountable talk
- Homework
- Electronic word walls with visuals - Padlet
- Anchor charts
- Conferencing
- Text and video chunking with guiding questions
- Individualized in-person/Zoom coaching
- Student collaboration in small in-person/Zoom groupings
- Assignment modification
- Speech to text

Assessments

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FORMATIVE ASSESSMENTS:

- Do Now
- Student discussions and responses
- CFU – Check for Understanding
- Exit Slips
- Accountable Talk Discussions
- Assignment completion
- Completed graphic organizers
- Homework

SUMMATIVE ASSESSMENTS:

- Quiz on EU #1
- Quiz on EU #2
- Performance Task – Digital Portfolio

Unit Task

Unit Task Name: “Multimedia Presentation with Accompanying Infographic Poster”

Description: Students will create an engaging multimedia presentation about a compelling social issue to inform and inspire community action. (EU1) They will apply the elements of multimedia design to ensure the presentation is clear, beautiful, and impactful. (EU2) The final product will be shared with authentic audiences.

Evaluation: Summative assessment and future rubric in 2021-2022 school year.

Unit Resources

- Chromebooks
- Google Classroom
- Cell phones, digital cameras, tripods
- Teacher computer
- Classroom monitor (TV)
- Zoom Pro
- Screencastify
- Padlet
- Animaker, Canva, Smore
- Google Docs, Google Slides