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## Home Instruction Packet for (Graphic Design)

Name of Teacher and Class: Joanna Netta/ Graphic Design

<p>In this packet are materials and directions for Graphic Design.</p> <p>This work will be collected by the teacher. This work will be graded and counted towards their marking period grade. Students will upload work into their drive and share to my drive:  <a href="mailto:joannanettaGD@gmail.com">joannanettaGD@gmail.com</a></p> <p>All responses to worksheets should be typed on a Word Document then shared to my drive.  <b>Upload/Sharing fro Drive:</b>        (Sign In to email. Go to drive. Click&gt; New&gt;File Upload. Once File is uploaded right click file&gt;Click Share&gt;Type my email ^ l&gt;Click Send. It will say file sent.</p>	
<p>I am available to support you during the hours 7:50am-2:50 pm to answer any of your questions. I will be responding to your emails within the hour.        You contact me at: <a href="mailto:jnetta@rpsd.org">jnetta@rpsd.org</a></p>	
<p>Lesson: Title, Objective, What doing and how assessed.</p>	<p>Assignment Directions and how collected. Definitive due dates...</p>
<p><b><u>Week 1-</u></b></p> <p>Lesson 1:</p> <p>Lesson 2:</p> <p>Lesson 3:</p>	<p><b>*<u>Event Poster Self-Assessment worksheet.</u></b> (Event Posters were due Friday 3/13/2020) Please answer questions on a Word Doc. And Share to my drive when completed. <b><u>Due Date:3/17/20</u></b></p> <p><b>*<u>Lyric Project:</u></b> Create a sketch which will be turned into a digital design on Photoshop when we return. Find a lyric or verse from your favorite song or poem and create an image that represents the meaning behind it. You will hand in sketch when we return <b><u>(2 Days to work 3/17-3/18) Create folder on desktop to save any images for Photoshop design when we get back.</u></b></p> <p><b>*<u>Design Principles Worksheet:</u></b> Define on Word Document share to me from drive to my drive. <b><u>Due Date: 3/19/20</u></b></p> <p><b>*<u>Graphic Design Definitions: Answer questions 1-30.</u></b> Type answers on Word Doc. Will be graded and used for a study guide.  <b><u>Due Date: 3/23/20</u></b></p>
<p><b><u>Week 2-</u></b></p> <p>Lesson 1:</p>	<p><b>*<u>Cereal Box Project:</u></b> Create a sketch which will be turned in when we get back. The objective for the project is to invent a new brand of breakfast cereal. Think about your target audience. Search images on the</p>

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<p>Lesson 2:</p> <p>Lesson 3:</p> <p><u>Week 3-</u></p> <p>Lesson 1 - 3</p>	<p>internet and create a folder on your desktop to use for when we return. Please follow all guidelines for assignment. Pay close attention to your Type and how it is placed. <b><u>2 Days to sketch/collect images.3/24/20-3/25/20.</u></b></p> <p><b>*<u>Typography Worksheet:</u></b> Please answer on Word Document and share to me <b><u>Due: 3/27/20</u></b></p> <p><b>*<u>Watch on you tube: Photoshop Tutorials.</u></b> <a href="https://www.youtube.com/watch?v=No8dH1mLVu0">https://www.youtube.com/watch?v=No8dH1mLVu0</a> <a href="https://www.youtube.com/watch?v=0rE6PsDHpi8">https://www.youtube.com/watch?v=0rE6PsDHpi8</a> <b><u>Due Date: 3/27/20</u></b> <a href="https://www.youtube.com/watch?v=bm8Hg3RGtqI">https://www.youtube.com/watch?v=bm8Hg3RGtqI</a> <b><u>Due Date: 3/30/20</u></b></p> <p>Students will watch a documentary on Andy Warhol and write a 3 page paper on the artist. (MLA FORMAT) Please include information about his childhood, 5 facts about him and choose 1 image that stands out the most and describe it and explain why you chose the image. Link to: Andy Warhol Documentary on You tube. <a href="https://www.youtube.com/watch?v=Uhr4DiD9ZGk">https://www.youtube.com/watch?v=Uhr4DiD9ZGk</a> watch on <b><u>3/31/20 Research for paper 4/1/20-4/3/20</u></b></p> <p><b><u>Paper Due Date: 4/3/20</u></b></p>
	<p>Directions for Paper Assignments: All assignments except for sketches must be done on a Word Document. Tile with your Name &amp; Date of assignment. Paper must be MLA Format. All assignments must be shared to me by the due date.</p>

Name:

## Event Poster Self Evaluation

### REQUIREMENTS:

- Image is made up of AT LEAST 5 mages. All found pictures have been modified, selected from their backgrounds, etc.

10/\_\_\_\_\_

- Title is bold and emphasized. 5/\_\_\_\_\_
- Information was ordered and separated by size or space from the title. 5/\_\_\_\_\_
- All information was present. 5/\_\_\_\_\_
- Spelling, grammar and punctuation are correct. 5/\_\_\_\_\_
- Correct file size, printed and saved correctly as a JPEG 5/\_\_\_\_\_

1. 3 major words we've been talking about are ALIGNMENT, CONTRAST, and WHITE (NEGATIVE SPACE). Write a sentence, or 3 sentences using these words.

2. Did you use layer styles on your poster? How can layer styles help to emphasize your text?

3. Compare your current event poster to the Informational Layout Pre Assessment (Haunted Asylum) poster. How or what did you do differently in choosing where and how to place text based on what we discussed in class?

4. How did you modify/manipulate the photo of the artist/band/celebrity that you used on your poster?

5. We have been using Photoshop for a few months now. How would you describe your knowledge of the program?

- a) I am an expert, and can teach someone else.
- b) I know quite a bit and can complete my projects.
- c) I have no idea what I'm doing.

## **Graphic Design**

**Ms. Netta**

### ***Lyric Assignment***

#### **Objective:**

**You will create a digital design on Photoshop using the idea from a lyric of a song or verse for your image. Please look at my example that would be on the screen for more explanation.**

**\*Begin with a hander render (sketch) to eventually create a digital design on Photoshop. You will choose a verse/lyric from a song of your choice. Please listen to that song a few times. Create an image the represents the meaning behind it.**

**On a Word Document type the lyric or verse and send to me.**

**\*Please create an image folder on your desktop to find images on the internet to use in Photoshop when we get back for design.**

**Make sure your sketches are strong and detailed. You will be graded on sketches.**

# Design principles

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Emphasis/contrast

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Proximity/groupings

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Balance

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Alignment

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Harmony/proportion

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## Worksheet

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White space

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Repetition

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Color

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Typography

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Other design principles

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Ms. Netta

Name: \_\_\_\_\_

Period \_\_\_\_\_

- 1) Graphic Design means \_\_\_\_\_.
- 2) The first step in producing graphic image is design and \_\_\_\_\_.
- 3) Johann Gutenberg is considered the father of the printing industry because he invented \_\_\_\_\_.
- 4) The study of type style is called \_\_\_\_\_.
- 5) An assortment of one design of letters and numbers is called a type \_\_\_\_\_.
- 6) The size of a particular letter is always measured in \_\_\_\_\_.
- 7) Times, New York, Helvetica and Old English are considered type \_\_\_\_\_.
- 8) Normal, Bold, Italic and Outline are considered type \_\_\_\_\_.
- 9) Left, Right, center and force justified are considered type \_\_\_\_\_.
- 10) Type which is printed solid and dark is called \_\_\_\_\_ type.
- 11) Type which is printed on a slight angle is called \_\_\_\_\_ type.
- 12) Type which is white with a black background is called \_\_\_\_\_ type.
- 13) A rough freehand drawing of a printing job is called a \_\_\_\_\_ sketch.
- 14) Images created by hand without the use of a computer are considered \_\_\_\_\_ images.
- 15) A letter size paper measures \_\_\_\_\_.
- 16) A legal size paper measures \_\_\_\_\_.
- 17) In addition to digital drawing, computers are used in graphic design to \_\_\_\_\_.
- 18) The computer platform which is mostly used in graphic design is \_\_\_\_\_.
- 19) The visual part of any computer system is called the \_\_\_\_\_.
- 20) The internal part of a computer which information may be stored on is called \_\_\_\_\_.
- 21) Computer information may also be stored on a \_\_\_\_\_ to be transferred to another computer.
- 22) A \_\_\_\_\_ is capable of turning a photograph into a digital message.
- 23) Every bit of information inside a computer is made up of a complex \_\_\_\_\_ code.
- 24) Images that are viewed on a computer monitor are made up of tiny black or white squares called \_\_\_\_\_.
- 25) Designs which are created on a computer are considered \_\_\_\_\_ drawings.
- 26) In graphic design CMYK color system stands for \_\_\_\_\_.
- 27) When you copy an image from one computer program to another the process is called \_\_\_\_\_.
- 28) A computer designer has the ability to create almost any color or \_\_\_\_\_.
- 29) The laws that protect a designer from someone stealing their design are called \_\_\_\_\_.
- 30) What is the most important skill that a graphic designer should have \_\_\_\_\_?

## **Cereal Box**

Your objective for this project is to invent a new brand of breakfast cereal. Think about your target audience and what your theme is then come up with a name for the cereal and design an effective logo. A design for sugary cereal targeted towards children should be different than organic oats for adults, right? As always, you are expected to turn in thumbnails and sketches before you can begin working in Photoshop.

Here is a general guideline to get you started, please feel free to modify this in any way:

### **Front Panel:**

- Company Logo
- Name of the cereal
- Graphic and or photos

### **Back Panel:**

Puzzles, Games, Facts, etc

### **Left Side Panel:**

- Company Logo
- Nutritional Facts
- English & one other language

### **Right Side Panel:**

- Company Logo
- Ingredients
- Website address

### **Top Flap:**

- Company Logo

You will be printing your design and cutting out the package, so keep your margins in mind.





# AN INTRODUCTION TO TYPOGRAPHY

## INTRODUCTION

The basic typographic element is called a \_\_\_\_\_.

Capital letters are referred to as \_\_\_\_\_ or \_\_\_\_\_.

Small letters are referred to as \_\_\_\_\_.

Pairs of characters that have been designed as single characters are called \_\_\_\_\_.

*Label the following type sample using these terms*

ascender    descender    baseline    serif    descender line x height    ascender line  
uppercase character (cap)    lowercase character    a single character

# Typography

*Define each of the terms used to label the type sample above.*

Ascender \_\_\_\_\_

Ascender line \_\_\_\_\_

Baseline \_\_\_\_\_

Descender \_\_\_\_\_

Descender line \_\_\_\_\_

Sans serif \_\_\_\_\_

Serif \_\_\_\_\_

Uppercase character \_\_\_\_\_

X-height \_\_\_\_\_

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## DESIGN

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A **typeface** is \_\_\_\_\_

This includes these details \_\_\_\_\_

**Typestyle** refers to \_\_\_\_\_

A **font** is \_\_\_\_\_

What term can be used interchangeably with the term, font? \_\_\_\_\_

A **type family** is \_\_\_\_\_

Type is measured in many units – these are \_\_\_\_\_

**Ahg**

Show what is actually measured in points.

### **Additional notes – not from the above web site.**

Go to <http://psd.tutsplus.com/articles/techniques/a-20-minute-intro-to-typography-basics/>

**Kerning** - the horizontal spacing between individual characters

**Leading** (pronounced ledding) – the vertical spacing between lines of text. Vertical line spacing is referred to as leading in typography and print, which is because in the old days of printing and setting blocks of type, strips of lead were inserted between the lines according to how much space was required. Leading's role in typography is to generate sufficient space between the lines to make it readable. As with all matters of typography, it is a balance between reading comfort and aesthetic style. Usually shown as 10/12 – this means the 10 point text has 12 points of spacing between the lines. This opens up the lines and makes the text easier to read

### **Alignment**

Generally text should be left aligned, simply because we are used to reading that way. Without good reason, only consider centering or right aligning text if it is a small amount, such as a heading or caption. Also, justifying text (where it has a straight edge on both sides) should be used in moderation too. It looks nice and neat in some situations, but too much of it will make a layout look rigid. Additionally justifying in a small column size can cause irregular spacing as between words as the software attempts to adjust your text to fit.

### **Measure**

This refers to the length of lines of text in a paragraph or column. Most people tend to just refer to it as column width though. Measure is an important thing to get right in typography as it can be crucial to the readability of the text. If the measure is too wide the text may be difficult to read as the eye has to move a lot more after each line is read. If it is too narrow it can also be tiring on the eye to read, as the eye is constantly moving back and forth. A narrow measure will also lead to a lot of hyphenation.

## Widows and Orphans

If a single word or very short line is left at the end of a column it is called a Widow. Likewise if the same is left at the top of the following column this is called an Orphan. Both of these are considered bad typography as they cause distracting shapes in a block of type. They can usually be fixed easily in the same way as the rag, by reworking the line breaks in the column or by editing the copy.

<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend tortor a nibh porta iaculis. Sed et neque turpis. Fusce et tunc neque, quis tempus lorem. Sed rutrum nunc sit amet nibh volutpat viverra. Curabitur eget eros sed erat pretium convallis ac eu ipsum.</p>	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend tortor a nibh porta iaculis. Sed et neque turpis. Fusce et tunc neque, quis tempus lorem. Sed rutrum nunc sit amet nibh volutpat viverra. Curabitur eget eros sed erat pretium convallis ac eu ipsum.</p>	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend tortor a nibh porta iaculis. Sed et neque turpis. Fusce et tunc neque, quis tempus lorem. Sed rutrum nunc sit amet nibh volutpat viverra. Curabitur eget eros sed erat pretium convallis ac eu ipsum.</p>	<p>ipsum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend tortor a nibh porta iaculis. Sed et neque turpis. Fusce et tunc neque, quis tempus lorem. Sed rutrum nunc sit amet nibh volutpat viverra.</p>
Widow		Orphan	

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## A BRIEF HISTORY OF TYPE

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*Please return to the original web site to complete this section of the worksheet.*

Cave paintings date back to \_\_\_\_\_.

True written communication dates back to \_\_\_\_\_.



Sumarian pictogram for "mountains"

The earliest form of "writing" was known as \_\_\_\_\_ and they looked like \_\_\_\_\_.



Egyptian ideogram for "weeping"

The next form of "writing" was known as \_\_\_\_\_. They were symbols that \_\_\_\_\_.

\_\_\_\_\_ These more sophisticated forms of writing were necessary because \_\_\_\_\_

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Phoenician "aleph"

By 1600 B.C. the Phoenicians had developed \_\_\_\_\_ . These were symbols that represented \_\_\_\_\_ .

**PICTOGRAMS EVOLVED INTO THE LETTERS OF THE ALPHABET**



Early symbol for "ox"    Phoenician "aleph"    Greek "A"    Roman "A"

What culture is credited with creating the first alphabet? \_\_\_\_\_

What was their first alphabet? It was a collection of \_\_\_\_\_  
\_\_\_\_\_

Explain how their alphabet was spread to the Greeks and Romans. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What had the Romans managed to create by 100 C.E.? \_\_\_\_\_

The medieval period is known as the Dark Ages. One reason – less than 10% of the population could read, compared to the Romans who had a thriving book industry, advertising posters pasted on city walls and other forms of every day written communications. One man who helped to change all of this is Johann Gutenberg.

What did he NOT invent? \_\_\_\_\_

What DID he invent? \_\_\_\_\_  
\_\_\_\_\_

Why was this so incredibly important? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_