MIDDLE BUCKS INSTITUTE OF TECHNOLOGY   *Commercial Art & Design 2021 -22*   *Teacher: Mr. Rosenau*

SEPTEMBER 27 - OCTOBER 1   **Lesson Plan WEEK 05**   **AM Class 7:45-10:20**

Day	Content	Standard	Skills	Activities	Assessment
Monday	**ART 700 TYPOGRAPHY**	**ART 701** ID the anatomy and classification of type **ART 702** Identify and select typestyles	Eye hand coordination Practice optical spacing of letterforms Understand vocabulary	Select 10 fonts from Font book and hand draw them to spec. **HOMEWORK:** create a PowerPoint research on a type topic assigned in class	**Employability**-Daily grade 0-4 points **Skill** – 10 points per sample/ 100 max. **Knowledge**- check for understanding
Tuesday	**ART 700 TYPOGRAPHY**	**ART 701** ID the anatomy and classification of type **ART 702** Identify and select typestyles	Eye hand coordination Practice optical spacing of letterforms Understand vocabulary	Select 10 fonts from Font book and hand draw them to spec. **HOMEWORK:** create a PowerPoint research on a type topic assigned in class	**Employability**-Daily grade 0-4 points **Skill** – 10 points per sample/ 100 max. **Knowledge**- check for understanding
Wednesday	**ART 700 Typography**	**ART 702** Identify Typographic Styles	Research online for different fonts. Practice downloading fonts to Font Book	Use DaFont.com to upload necessary fonts. Create a sample of display type.	**Employability**-Daily grade 0-4 points **Skill** – 10 points **Knowledge**- Check for understanding
Thursday	**ART 700 Typography**	**ART 702** Identify Typographic Styles	Use tech. of thumb sketches / rough layout/ finished comprehensive.	Combine elements of type, color and geometric shape to create a corporate identity for a given client.	**Employability**-Daily grade 0-4 points **Skill** – 10 points design rubrics **Knowledge**- check for understanding
Friday	**ART 700 Typography**	**ART 703** Manipulate type through character and paragraph formatting. Read/interpret technical material	Define the following terms: Points, Kerning, Leading Alignment. Measure type to determine specs	Create various type samples to spec. Use word cloud generator to create unique copy formatting.	**Employability**-Daily grade 0-4 points **Skill** – 20 skill points checklist **Knowledge**- 10 point worksheet

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SEPTEMBER 27 - OCTOBER 1   **Lesson Plan WEEK 05**   **PM Class 11:25-2:15**

Day	Content	Standard	Skills	Activities	Assessment
Monday	**ART 600 DESIGN, LAYOUT & PRODUCTION**	**ART 605** Design a Logo	Understand 3 categories of logos. ILLUSTRATIVE. TYPE DOMINANT ABSTRACT.	Create a logo for 2 clients: • ERT class. • BC Veterans Diversion program.	**Employability**-Daily grade 0-4 points **Skill** – 20 point rubric each final design **Knowledge**- check for understanding
Tuesday	**ART 600 DESIGN, LAYOUT & PRODUCTION**	**ART 605** Design a Logo	Generate rough sketches/layouts.	Create a logo for 2 clients: 1. ERT class. BC Veterans Diversion program	**Employability**-Daily grade 0-4 points **Skill** – 20 point rubric each final design **Knowledge**- check for understanding
Wednesday	**ART 900 Professional Practices**	**ART 907** Explore current industry trends	Take NOCTI Pre test.. Non test takers will tour building for spaces to install vinyls & outdoor photography.	Nocti pretest Level 300 Non test takers photo assignment	**Employability** -Daily grade 0-4 points **Skill** – N/A **Knowledge-** N/A
Thursday	**ART 600 DESIGN, LAYOUT & PRODUCTION**	**ART 605** Design a Logo	Practice Divergent thinking by creating themes and variations to your concepts. Generate rough sketches/layouts.	Create a logo for 2 clients: • ERT class. • BC Veterans Diversion program.	**Employability**-Daily grade 0-4 points **Skill** – 20 point rubric each final design **Knowledge**- check for understanding
Friday	**ART 600 DESIGN, LAYOUT & PRODUCTION**	**ART 605** Design a Logo	Practice Divergent thinking by creating themes and variations to your concepts. Finalize strongest idea for client review	Finalize strongest idea for client review. Package all digital files to hand off to client/printing service.	**Employability**-Daily grade 0-4 points **Skill** – 20 point rubric each final design **Knowledge**- check for understanding