



Graphic Design II

Unit Name: I'm Running For President

Date: 4/15/2020 - 4/21/2020

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Objective: Students will design a series of posters based around their own first or last name that advertises they are running for president. Students will study font, typography, symbology, layout, aesthetics, color theory, slogan, and mass promotion. The student should have four completed sketches by the end of the assignment, with one chosen to take to completion. The completed project will be full color using markers, colored pencils, or paint.

Requirements: Pencil, Paper, Ruler or Straight Edge (the side of a book, or folder can work), colored pencils, markers, or paints.

Check for Understanding:

Criteria 1: Did the student follow directions specific to assignment?

Criteria 2: Did the student use creative efforts (Thinking outside of the box)?

Criteria 3: Did the student use effort: took time to develop idea & complete project (Didn't rush) ?

Criteria 4: Craftsmanship: Neat, Clean, & Complete? Skillful use of the art tools and media?

Criteria 5: Student Reflection: Choose 2 prompts below and answer in 2 complete sentences.

1. What would you change with this work if you had a chance to do this piece over again?
2. What is one part of your artwork that you want people to notice when they look at your work?
3. How does your finished artwork tell a story?
4. Did you learn new techniques or processes as part of the work for this project?
5. Did you pick a material or technique that was new or different over something that was familiar?
6. I want to know more about...
7. I'm most proud of...
8. The most challenging thing was...
9. Next time I will remember to...
10. Now I know...

Resources and Supporting Materials:

<https://www.youtube.com/watch?v=hEK1EcX1Qs>

-The Science Behind Campaign Signs

<https://www.youtube.com/watch?v=QRr44AbYGk8>

-Hand Lettering Step By Step

<https://www.youtube.com/watch?v=ca5mkwPn23g>

-Art of the Campaign: The Politics of Color

<https://www.youtube.com/watch?v=2A5QlpAyKSQ>

-Crash Course: Political Campaigns

<https://www.youtube.com/watch?v=Xg-kMyLqnSs>

-Why do Presidential Campaigns Use Slogans?



Graphic Design II / April 16, 2020

Lesson Name: I'm Running for President

Objective: (SKETCH 2) Create One thumbnail sketch of a political poster. You may use your first or last name. You should consider a tagline, catchphrase, or slogan to go with your poster. This should be school appropriate. Think about color schemes or patriotic images. Mentioning a political party is optional. The examples demonstrate how the artist captures the viewers' attention by making the candidate, name or slogan the main focus. Do not use color yet.

Requirements: Paper and Pencil

Bell Ringer: Watch the Following YouTube Tutorial on The Art of the Campaign

<https://www.youtube.com/watch?v=ca5mkwPn23g>

Examples & Supporting Materials:

