

Summer 2022 Week 3- Careers

Graphic Designer

K-5

Objective: Students will learn about the world of design and put the principles of design into action with a unique logo design.

Topics & Keywords for Discussion:

Principles of Design: contrast, balance, emphasis, proportion, hierarchy, repetition, rhythm, pattern, white space, movement, variety, and unity

Materials: copy paper, pencils/colored pencils/crayons/markers.

Opening Activity: Share: "Why Design Matters" <https://www.youtube.com/watch?v=J6LtABooE2c>

And "Day at Work: Graphic Designer" https://www.youtube.com/watch?v=BmBKO_vbYnY

Maurice Woods is a graphic designer and founder of the Inneract Project, which provides free design classes for inner-city youth. As part of ConnectEd's "Day in the Life" series, Maurice talks about his transition from basketball to graphic design.

Core Activity: Distribute 2 sheets of paper to each student. Let them know: 1 page is for THUMBNAILS, the second page will be for their final design. They are going to create a LOGO OUT OF THEIR NAME!
Page 1: THUMBNAILS- fold the paper in half 3 times, then open it up to see at least 8 boxes. In EACH BOX they should sketch a sample logo of their name. Then, when they've created at least 8 different versions of their name, pick ONE to make a FINAL LOGO of their name. Have them experiment with the principles of design: contrast, balance, emphasis, proportion, hierarchy, repetition, rhythm, pattern, white space, movement, variety, and unity.

Reflection: Did you like thinking like a designer? Why or why not? Will you use your name logo for any of your creative projects?

