Design and Publicity
Grade: Elective

<u>**ART 602 Design and Publicity**</u>

1/2 Credit

5 days per week: 1 semester

Taught in English

This is an elective course for 11th and 12th grade students in the Mexican and US diploma program. In this course students will be introduced to different design areas of study including graphic, industrial, fashion and interior design. At the end of the course students will have an overview of different career opportunities in the design field. They will learn the basic design methodology and different way of representing ideas and products.

Textbook: NONE

Prerequisite: NONE

Benchmark Code - Subject: Design and Publicity = DP

Strand 1: Basic Design Elements

Strand 2: Design and Model Creation

Strand 3: Branding and Marketing

Strand 4: Sustainable Design

Strand 5: Interior Design

Code: Subject.Grade#.Strand#.Standard#.Benchmark#

Example: DP.11/12.4.3.1 - Design and Publicity, Eleven and Twelfth Grades, Stand 4, Standard 3,

Benchmark 1

Strand 1: Basic Design Elements

Standard 1: Introduction to Design.

Benchmark Code	Benchmark
DP.11/12.1.1.1	The student will use the definition of design and its areas of application.
DP.11/12.1.1.2	The student will demonstrate the concept and use of point and lines.
DP.11/12.1.1.3	The student will recognize the difference in shapes and sizes.
DP.11/12.1.1.4	The student will apply the use of different textures in design.
DP.11/12.1.1.5	The student will recognize typography as a basic design element.

Standard 2: Color.	
Benchmark Code	Benchmark
DP.11/12.1.2.1	The student will recognize the primary and complementary colors.
DP.11/12.1.2.2	The student will recognize the difference between RGB and CMYK colors.
DP.11/12.1.2.3	The student will employ the difference in color temperatures.
DP.11/12.1.2.4	The student will use basic color psychology.
Standard 3: Image.	
Benchmark Code	Benchmark
DP.11/12.1.3.1	The student will analyze the importance in personal image.
DP.11/12.1.3.2	The student will identify the way image is transmitted and received.
DP.11/12.1.3.3	The student will identify the different fashion styles through the years.
DP.11/12.1.3.4	The student will apply different styles to reinforce their image.

Strand 2: Design and Model Creation

Standard 1: Basic Design Methodology.	
Benchmark Code	Benchmark
DP.11/12.2.1.1	The student will employ the process in design used as a methodology.
DP.11/12.2.1.2	The student will recognize the importance of research at the beginning of every project.
DP.11/12.2.1.3	The student will use sketching skills to illustrate their preliminary ideas.
DP.11/12.2.1.4	The student will use brainstorming creatively.
Standard 2: Idea Creation and Development.	
Benchmark Code	Benchmark
DP.11/12.2.2.1	Students will recognize that any design idea is a solution for a specific problem encountered.
DP.11/12.2.2.2	Students will detect a problem solution with creativity.
DP.11/12.2.2.3	Students will potentialize their creativity looking for possible solutions to everyday problems.
Standard 3: Model Representation.	
Benchmark Code	Benchmark
DP.11/12.2.3.1	Students will be introduced to different materials for model making.
DP.11/12.2.3.2	Students will develop different type of models.
DP.11/12.2.3.3	Students will start using color to display models.
DP.11/12.2.3.4	Students will apply the quality parameters needed for finished product models.

Strand 3: Branding and Marketing

Standard 1: Logo Creation

Benchmark Code	Benchmark
DP.11/12.3.1.1	Students will use the phycology of color behind logo creation.
DP.11/12.3.1.2	Students will create new logos by sketching.
DP.11/12.3.1.3	Students will use research and creativity in order to create a new brand.
DP.11/12.3.1.4	Students will practice how to trace logos in Illustrator.
	Students will develop their own personal logo using different software's.

Standard 2: Marketing and Design	
Benchmark Code	Benchmark
DP.11/12.3.2.1	Students will relate the basic marketing strategies and its uses.
DP.11/12.3.2.2	Students will recognize guerilla marketing and be able to identify some actual examples of its use.
DP.11/12.3.2.3	Students will apply the basic uses of publicity including visual merchandising to increase sales.
DP.11/12.3.2.4	Students will develop their own marketing campaign.

Strand 4: Sustainable Design

Standard 1: Non Sustainable and Sustainable Products

Benchmark Code	Benchmark
DP.11/12.4.1.1	Students will identify the different types of plastic and how contaminating they are.
DP.11/12.4.1.2	Students will investigate different recycled materials and discover if their recycling procedure is really eco-friendly.
DP.11/12.4.1.3	Students will recognize eco-friendly materials used in design.
DP.11/12.4.1.4	Students will detect the concept of ecological footprint.
	Students will be introduced to the Eco-Indicator parameters of different products materials.

Standard 2: Recycling materials into design

Benchmark Code	Benchmark
DP.11/12.4.2.1	Students will use design to give product a "second life"
DP.11/12.4.2.2	Students will develop a new sustainable design from used computer equipment.
DP.11/12.4.2.3	Students will apply the Eco-indicator to their new design to prove their sustainability.

Strand 5: Interior Design

Standard 1: Store Creation

Benchmark Code	Benchmark
DP.11/12.5.1.1	The students will distinguish the different interior design styles used today.
DP.11/12.5.1.2	Students will create a model for their own store using architectural model creation materials.
DP.11/12.5.1.3	Students will develop their own store brand, logo and corporative design manual.
DP.11/12.5.1.4	Students will develop a complete interior design model for their store.

Standard 2: Store Development

Benchmark Code	Benchmark
DP.11/12.5.2.1	Students will apply the design methodology learn in order to create their own brand and store.
DP.11/12.5.2.2	Students will sketch and model their store.
DP.11/12.5.2.3	Students will apply visual merchandising techniques in order to develop the correct use of space and product distribution.
DP.11/12.5.2.4	The students will use graphic design to create their own brand publicity.