

Ms. Bjork <http://phsvisualartdept.weebly.com/graphic-design-assignments.html> <mailto:bjorjea@pewaukeeschools.org>

Unit Name: Unit 3- Infographics

Unit Description: An Infographic is visually interpreted information that makes complex information simple and clear while also being aesthetically pleasing. Create an Infographic that gives more clarity and information about one of the real client’s projects. Use strong graphics, typography and symbols to express the concept.

Research and Sketchbook Planning:

Using the following [wiki page](#) to discover what Infographics are and how they are used in Business. Develop an understanding of how to create your own infographics. Now that you've done some research on how to make an Infographic and what makes a successful graphic you will begin to develop your own ideas for this project. This page and your sketchbook visual journaling will all be part of your research. You will be using Illustrator to design your infographic. The size of the graphic will depend on which project you choose. Post your digital research in the form of a wiki page.

- Create visual journal and [wiki pages](#) to illustrate your research and planning.
- Include full color thumbnails in your journal pages that brainstorm the composition and concept for your final Infographic.
- This wiki page should include images that support your ideas for the project. These could be examples of infographics you like or color schemes you want to try or any other idea inspiration.
- It could also be actual photos of the Pewaukee School District project you choose(see details below).
- Post links to the websites related to your idea.
- Post a written explanation of your vision for this project.
- Explain what information you feel it would be important to highlight.
- Explain what style of infographic you will use. (i.e. timelines, bar graphs, pie charts, typographically intensive, flat graphics etc)
- Explain and show what color scheme you will use, include a graphic of color swatches planned.
- Explain what font(s) (include photos of this font to show sample)
- Explain who your audience is and what their needs are related to this graphic. What do you want them to get from the graphics?
- Write a proposal that explains how you plan to develop your idea. What techniques will you use to learn more from your client about what they want the infographic to contain? Explain in the proposal how you will meet the needs of the client and satisfy the criteria of the assignment.

You will choose one of the Infographic Projects from the Menu of choices here. Each Infographic has a real client in the Pewaukee School District for whom you will be designing. Part of the assignment is to gather as much information as possible about the topic. This may include interviewing the teacher, administrator or students involved in the project. You may Skype with the people. You may also Google search to see if there is any local news information about the subject. Lastly you will start to pull together the key elements of the topic and develop full color thumbnails of your project. Use this digital page for research, but also use your Visual Journaling techniques to guide your process. I will expect to see 6-8 full color thumbnails of your idea(s).

Use my [Pinterest Board On Infographics](#) to develop your idea further.

Reportable Standard	Priority Standard
In each box list the reportable standard to be assessed in the unit	In each box list the Priority Standard(s) associated with each Reportable Standard that will be assessed in the unit

<p>RS 1 CREATE Plans and develops complex concepts for creative art work.</p>	<p>PS1-Apply and utilize the elements and principles of design in the creation of visual art. PS4- Create and plan artwork that illustrates Complex Conceptual Development: Evidence of a clearly thought-out and communicated idea.</p>
<p>RS 2 CREATE Plans and develops complex compositions through quality craftsmanship.</p>	<p>PS1-Apply and utilize the elements and principles of design in the creation of visual art. PS2- Create and plan artwork that illustrates quality Craftsmanship: Evidence of technical proficiency and visual acuity. PS3-Create and plan artwork that illustrates Complex Composition: Evidence of competent visual organization and design.</p>
<p>RS 3 CREATE Connects artistic ideas to history, society and personal life experiences</p>	<p>PS7-Connect artistic ideas and works with personal, societal, cultural and historical context to deepen understanding.</p>
<p>RS 4 PRESENT & RESPOND Interpret and evaluate the meaning of art work through the critique process.</p>	<p>PS5- Present final artworks for public display via internet or gallery exhibit. PS6- Analyze, evaluate and critique artwork in oral and written form using art-specific vocabulary to Respond to and Interpret artwork.</p>

Learning Targets

The Student Will....

PS 1-

- Develop an infographic design that utilizes the elements of shape, color, line and space. (K,PS, R)
- Create emphasis by developing a strong focal point in your design. (K,S,P)

PS2-

- Develop multiple ideas for infographics designs through thumbnails and research via the wiki. (K,S,P)
- Create a design that is neatly crafted. (S, P)
- Present final designs mounted neatly for critique with printed designs displayed. (S, P)

PS3-

- Create a strong focal point. (K, S, P)
- Utilize an interesting, meaningful and purposeful break-up of space (K, S, P)
- Develop designs that illustrate an awareness of positive and negative spaces (K, S, P)

PS4

- Research infographics via the class wiki to begin to develop your concept (K,PS, R)
- Develop visual journal pages and wiki pages that reflect your research and connect it to the idea.
- Develop thumbnail sketches that propose varied ideas and compositions for the final design. (K,PS, R)

PS5-

- Prepare final designs for presentation during critique and classroom gallery display. (P, S)

PS6-

- Evaluate the final designs with a written artist statement using the It's CLEAR format for writing. (R,K)
- Explain how the criteria was met for this unit. (R,K)
- Explain what elements and principles of art were used. (R,K)
- Explain which design(s) you feel are best and why. (R,K)
- Describe improvements or changes (R,K)
- Explain how to implement these changes. (R, K)

PS7-

- Research the work of other graphic designers to develop an understanding of infographics in the context of graphic design history. (R, S, P)
- Connect your concepts to the needs of a real client. (R, S,P)
- Connect your concept to your own personal experiences and ideas creating a design that has meaning to you. (R, S,P)

Summative Assessment(s)

Identify the summative assessment(s) that will be administered & graded in the unit.

- Wiki Research on Infographics
- Visual Journal pages about research
- Written proposal and thumbnails for Real Life application of infographic design
- Critique of final designs
- Written artist statement

Priority Standard Proficiency Scales

For each Priority Standard listed above create a Proficiency Scale that clarifies the levels of proficiency for the Priority Standard in the context of the unit.

Proficiency Scale: Describing levels of a Priority Standard vs. **Rubric:** Describing levels of a task

You may use a Priority Standard to score an assessment or you may develop a rubric specific to the assessment

Priority Standard	4-Advanced	3-Proficient	2-Approaching	1-Minimal
PS1- Apply and utilize the elements and principles of design in the creation of visual art.	Intentionally and mindfully create works of art that creatively incorporate the elements and principles of design.	Intentionally and mindfully apply and utilize the elements and principles of design in the creation of visual art.	Apply and utilize the elements and principles of design as a basic foundation for creating visual art.	Use and application of elements and principles of design is not clear.
PS2- Create and plan artwork that illustrates quality Craftsmanship: Evidence of technical proficiency and visual acuity.	Create and plan artwork that illustrates exceptional quality Craftsmanship: Evidence of advanced technical proficiency and visual acuity.	Create and plan artwork that illustrates quality Craftsmanship: Evidence of technical proficiency and visual acuity.	Create artwork that illustrates basic craftsmanship, lacking detail and command of media chosen.	Underdeveloped quality and care with media. Final presentation is missing or incomplete.
PS3- Create and plan artwork that illustrates Complex Composition: Evidence of competent visual organization and design.	Create and plan artwork that illustrates innovative complex compositions: Evidence of exceptional visual organization and design of space (2D, 3D, 4D).	Create and plan artwork that illustrates complex compositions: Evidence of competent visual organization and design of space (2D, 3D, 4D) .	Create artwork that illustrates basic compositions: Some evidence of visual organization and design of space (2D, 3D, 4D).	Underdeveloped composition, incomplete organization and design of space.
PS 4 Create and plan artwork that illustrates Complex Conceptual Development: Evidence of a clearly thought-out and communicated idea.	Create & plan artwork that illustrates imaginative,conceptual development with evidence of creative problem solving and interpretation of the idea.	Create and plan artwork that illustrates Complex Conceptual Development: Evidence of a clearly thought-out and communicated idea.	Create artwork that illustrates a basic concept.Followed directions but sought a simple, basic solution & interpretation of the idea.	Create artwork that does not illustrate a clear concept and planning process. Work did not solve the problem set forth by the assignment.

<p>PS5- Present final artworks for public display via internet or gallery exhibit.</p>	<p>Design and create a final presentation of artworks that engages the viewer and becomes a work of art in and of itself.</p>	<p>Design final presentation of artworks for public display that enhances and highlights the original artwork via internet, classroom or gallery exhibit.</p>	<p>Design basic presentation of final artworks for public display via internet, classroom or gallery exhibit.</p>	<p>Final presentation of artwork is lacking finish and thought.</p>
<p>PS6- Analyze, evaluate and critique artwork in oral and written form using art-specific vocabulary to Respond to and Interpret artwork.</p>	<p>Creatively engages in analysis and evaluation of artwork with meaningful critique contributions in oral and written form using art-specific vocabulary.</p>	<p>Analyze, evaluate and critique artwork in oral and written form using art-specific vocabulary.</p>	<p>Basic analysis and evaluation of artwork through oral and written critique, using simple art-specific vocabulary.</p>	<p>Analysis and evaluation of artwork through oral and written critique process is lacking, incomplete or does not use art specific vocabulary.</p>
<p>PS7 Connect artistic ideas and works with personal, societal, cultural and historical context to deepen understanding.</p>	<p>Invents ways to innovatively connect to artistic ideas and works with personal, societal, cultural and historical context to deepen understanding.</p>	<p>Connect artistic ideas and works with personal, societal, cultural and historical context to deepen understanding.</p>	<p>Basic connection of artistic ideas and works with personal, societal, cultural and historical context to deepen understanding.</p>	<p>Lacks connection of artistic ideas and works to personal, societal, cultural and historical context to deepen understanding.</p>