2-D Design

9th Grade Pathway Course + UC "f" Visual and Performing Art

2-D Design focuses on the design of and creation of products to meet the needs of clients in our community. Students will use both low and high tech media including: drawing, stencils, screen-printing, Photoshop, and Illustrator. In small teams, students will participate in quarter-long design projects aligned to the Product Design and Innovation Pathway Standards.

Logo Design Project - In this first quarter of the pathway, students will develop manual 2-D graphic design skills. As students participate in this quarter-long project, they will design a product for another student in the class to build their empathy along with their design skills.

Sub-Project	Focal Pathway Standards	Project Description
Brand Graphic - Stencil (3 weeks)	Research, Prototype, Present (D1, D2, D6, D10)	In teams, students will evaluate a commercial brand that they are interested in and design a new graphic that they will pitch to their class based on the brand identity. They will produce their graphic using stencils with a focus on color and composition.
T-shirt Design - Screen-printing (3 weeks)	Research, Ideate, Prototype, Evaluate, Present (D1-D7, D10)	Students will do further brand research to identify intentional and unintentional underlying social messages of their chosen brand, Students will create a t-shirt highlighting a social message.
Logo Design (3 weeks)	Research, Ideate, Prototype, Evaluate, Present (D1-D7, D10)	Students will design a logo for a client, in this case another student in their class. After completing research on logos, they will interview their client, prototype a variety of logos, get feedback, and then create the final logo. They will use screen-printing or stencil to create a final product showcasing the logo.

Poster Design Project - In the second quarter of the pathway, students will develop digital 2-D graphic design skills. As students participate in this quarter-long project, they will learn to interact with a client and design a product for their client using digital tools, including Adobe Photoshop, Illustrator, and vinyl and laser cutters.

Sub-Project	Focal Pathway Standards	Project Description
Photo Screen-printing (2 weeks)	Research, Prototype (D1, D2, D6)	Students will choose a photo they want to transform for a shirt, and will process it in Photoshop to express an idea. They will burn a screen and create their own shirt using the image. They will write an artist's statement connecting the photo to their message.

Logo Design (2 weeks)	Research, Prototype (D1, D2, D6)	Students will take the logo they designed during the first quarter, and use Adobe Illustrator to turn it into a vector graphic. Then they will create a product using the vinyl or laser cutter to showcase the logo.
Poster (5 weeks)	Research, Ideate, Prototype, Evaluate, Present (D1-D7, D10)	Students will develop a poster for a local non-profit client. They will interview their client about their organizational identity and needs for the poster. They will prototype several posters by hand, get feedback from their client, and create the final poster using Adobe Illustrator.