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| **Established Goals** | **TRANSFER GOAL** | | |
| ***Students will*:**   1. Illustrate a word with that words characteristics. 2. Use elements and principles of design in their illustrations | Students will be able to recognize different type faces. Students will use their knowledge of the elements and principles of design to create word art. Using these elements and principles, students will plan and brainstorm different ideas before completing a polished piece of type as art. | | |
| **MEANING** | | |
| **Enduring Understandings:**  **Students will understand:**   * 4 main type faces: serif, san serif, display, script. * Recognize the importance of type * How to use type to express mood and feeling and meaning. * The influence of type in culture * Type can add or subtract form a final piece of art work | | **Essential Questions:**  Q: Why is understanding type important?  Q: When and where is type most often used in art?  Q: How can typefaces be changed to add feeling and meaning to the message?  Q: How is type perceived in graphic art by the viewer?  Q: How can mood be communicated through type? |
| **ACQUISITION OF KNOWLEDGE & SKILLS** | | |
| *Students will know…*   * The effect proper type can have on artwork. * How to use type effectively. * How to communicate meaning through illustration. * How to recognize the characteristics of a word. | | *Students will be skilled at…*   * Illustrating. * Using type to communicate meaning and feeling. * Using the principles and elements of design in illustration. * Recognizing types of font and their characteristics. |
| **STAGE 2 – Evidence** | | | |
| **Evaluative Criteria**  ***Performance is judged in terms of -*** | | **Assessment Evidence**  ***Students will need to show their learning by:*** | |
| * The appropriate use of type to illustrate meaning of chosen words * Clean, finished polished professional outlook of final product. * Thumbnail planning sketches. | | **Transfer Task:**  Students will take a brief look into the world of graphic design, paying specific attention to type. Students will take part in a discussion about type and learn about the different types of font available. Paying attention to the word they select, students will illustrate their word using the characteristics of the word. Students will plan and sketch ideas out in their sketchbooks prior to choosing their final word. The final product will be professional, illustrated, finished and polished. | |