Unit 1:  Intro to Graphic Design

1.C Layout and Composition

*Estimated time – (2) 45 minute class periods*

**Graphic Design Layout and Composition**

**LEARNING OBJECTIVE:**
Students will be able to analyze and apply the principles of proximity, white space, alignment, contrast, and repetition in graphic design layouts.

**ASSESSMENTS:**
Students will create a digital poster that incorporates all five principles of design. The poster will be evaluated based on a rubric assessing each principle's application.

**KEY POINTS:**

- **Proximity:** Objects that are close together are perceived as related.

- **White Space:** The empty space in a design can enhance readability and focus.

- **Alignment:** Proper alignment leads to a cohesive design.

- **Contrast:** Differences in color, size, or shape can draw attention to key elements.

- **Repetition:** Using similar elements throughout a design creates a unified look.

**OPENING:**

- Begin by having students research the web or hall for local posters

  o Have students screen capture the poster and paste in Google Classroom slides assignment – assign a slide for each student in the class and allow them all access. **Remind them no duplicates are allowed.** *If there are no poor examples, add one to the slide show yourself.*

  o Once all students have completed the activity, review the slideshow with the class, and discuss the different posters – reinforce the typography and color lessons they learned previously. Then begin class discussion.

- Ask students: "What elements stand out to you, and why?"

- Discuss their observations and relate them to the design principles.

**INTRODUCTION TO NEW MATERIAL:**

- Teach the lesson using -
  https://edu.gcfglobal.org/en/beginning-graphic-design/layout-and-composition/1/

- Discuss how each principle can affect the viewer's perception.

- Common misconception: Students may think that more elements always make a design better, rather than focusing on quality and clarity.

- Have students complete the included Term/Question worksheet provided.

## GUIDED PRACTICE:

- Go back to the opening slide show, have the class vote on the worst poster.

- Work as a class to redesign a poorly composed poster using the discussed principles.

- Set behavioral expectations: Respect others' ideas and contribute thoughtfully.

- Begin with identifying elements of proximity and white space, then move to alignment and contrast.

- Monitor student performance by circulating and providing feedback.

## INDEPENDENT PRACTICE:

- Students will recreate the digital poster using a design software of their choice.

- Set expectations: Use at least four of the five principles discussed.

- Submit the completed design along with a short reflection on the design choices made.

## CLOSING:

- Have students share their posters in small groups.

- Each student will explain how they applied the principles in their design.

## EXTENSION ACTIVITY:

- Students who finish early can create a second poster using a different theme or audience in mind, applying the same principles.

## HOMEWORK:

- Research a famous graphic designer and write a short paragraph about how their work exemplifies the principles of design discussed in class.

## STANDARDS ALIGNED:

- PA Academic Standards for Arts and Humanities: 9.1.12.A, 9.1.12.B, 9.3.12.A.