Weekly Overview & Expectations
Digital Graphics

Week of: • Week 04 – 09-18-2023 – 09-22-2023	**Teacher Support Availability:** • Please contact me at jhancock@cdschools.org
Unit / Topic: • Advertising Graphics o Unit Information	**LEQ / Lesson Objective(s):** • How can I design, develop, create, and evaluate effective advertising graphics?

Monday	**Tuesday**	**Wednesday**	**Thursday**	**Friday**
Lesson: - Introduction to Advertising Design - Poster Design Requirements - Sample Designs Projects and Resources: - Business Card Design - Poster Advertisement	Lesson: - Advertisement Layout and Design - Methods of Persuasion Projects and Resources: - Business Card Design - Poster Advertisement	Lesson: - Poster Design Knowledge and Skills - Poster Design Principles Projects and Resources: - Business Card Design - Poster Advertisement	Lesson: - Poster Design Self-Evaluation and Reflection - Mock-Up Design - Scoring Guide and Rubric - Introduce Billboard Design - Billboard Design Requirements - Sample Designs Projects and Resources: - Business Card Design - Poster Advertisement - Billboard Design	Lesson: - Billboard Design Knowledge and Skills Projects and Resources: - Business Card Design (Due Today) - Poster Advertisement - Billboard Design