

## Weekly Overview & Expectations

### Promotional Graphics

**Week of:**

- Week 31 – 04-01-2024 – 04-05-2024

**Teacher Support Availability:**

- Please contact me at [jhancock@cdschools.org](mailto:jhancock@cdschools.org)

**Unit / Topic:**

- Brand Identity Design
  - [Unit Information](#)

**LEQ / Lesson Objective(s):**

- How can I design, develop, create, and evaluate effective brand identity designs?

**Monday**

**Tuesday**

**Wednesday**

**Thursday**

**Friday**

Spring Break

Lesson:

- [Review Brand Magazine Advertisement Requirements](#)
- [Sample Designs](#)

Projects and Resources:

- [Brand Magazine Ad](#)

Lesson:

- [Brand Magazine Ad Knowledge and Skills](#)

Projects and Resources:

- [Brand Magazine Ad](#)

Lesson:

- [Brand Magazine Ad Design Principles](#)

Projects and Resources:

- [Brand Magazine Ad](#)

Lesson:

- [Brand Magazine Ad Self-Evaluation and Reflection](#)
- [Scoring Guide and Rubric](#)

Projects and Resources:

- [Brand Magazine Ad](#)