

TYPOGRAPHY & DESIGN LESSON PLAN

ENDURING IDEA: Throughout time and across cultures, people use symbols to express their thoughts, feelings, and emotions

LESSON TITLE: Can Typography and Design Express Emotions?

GRADE/CLASS: Grades 6-8 (can be adapted for grades 9-12)

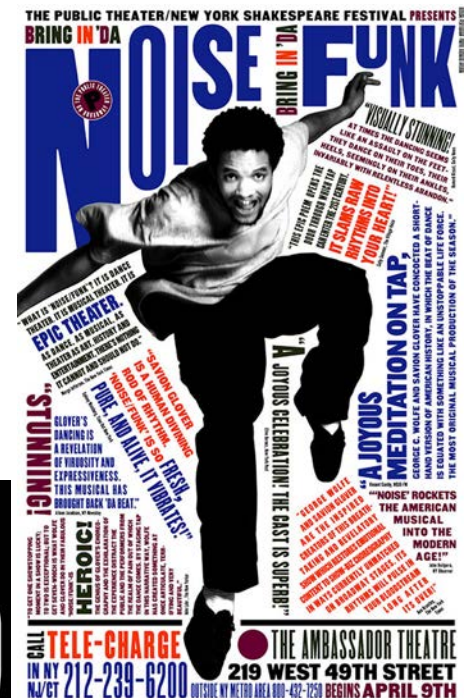
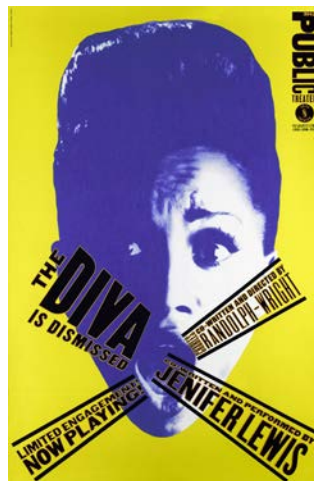
TIME ALLOTMENT: One period/ 79 minute class period

LESSON PLAN OVERVIEW:

SUMMARY: Students will explore two opposing emotions they feel or have felt using a emotion chart for reference. They will learn about Paul Scher, a contemporary graphic designer who uses bold typography, movement, space and color. Students will use hand-lettering or a stencil to write one word on each side of a divided black paper. Students will experiment with color, line, shape, size and space to design a composition that elicits a emotional reactions.

RATIONALE: It's important for students to express their feelings and be able to visually communicate them using a typography and symbol design.

ARTWORKS & ARTISTS: Paula Scher (born 1948), contemporary American graphic designer, painter and art educator.



KEY CONCEPTS

- Symbols can visually communicate specific ideas or messages
- Using design elements: color, line, shape, size and space can elicit emotional reactions
-

ESSENTIAL QUESTIONS

- How do symbols visually communicate specific ideas or messages?
- How can color, line, shape, size and space elicit emotional reactions?

STANDARDS:

VA:Cr2.1.8a Demonstrate willingness to experiment, innovate, and take risks to pursue ideas, forms, and meanings that emerge in the process of art-making or designing.

VA:Cr2.3.8a Select, organize, and design images and words to make visually clear and compelling presentations.

VA:Cr3.1.8a Apply relevant criteria to examine, reflect on, and plan revisions for a work of art or design in progress.

OBJECTIVES:

The student will...

- contrast two opposing emotions
- design typography
- experiment with collage techniques
- apply elements of color, line, shape, size and space elements

ASSESSMENT:

1. PRE-ASSESSMENT

Students will discuss their opposing emotions idea with table group

2. FORMATIVE ASSESSMENT

- Brainstorm with students about graphic design: show examples on whiteboard
- Observe and question students throughout the class
- Exit ticket: students write 1 or 2 sentences about graphic design in sketchbook

3. SUMMATIVE ASSESSMENT (see next page)

	Outstanding (5 pts)	Satisfactory (4 pts)	Comments
Included two opposing emotions			
Included hand-drawn or stenciled type			
Experimented with collage techniques			
Applied elements of: color, line, shape, size and space			

INSTRUCTIONAL PROCEDURES:

DAY ONE:

1.MOTIVATION/ENGAGEMENT/ANTICIPATORY SET:

Slide 1: *School logo is presented and discussed*

2. DEVELOPMENT: Slide Presentation *(see link in Instructional Resources)*

Slide 2-3: Can Typography and Design Express Emotions?

Graphic Design visually communicates specific ideas or messages using typography and/or other design elements

Using design elements of color, line, shape, size and space can elicit emotional reactions

Slide 4: Rubric is introduced for students to copy in sketchbook. (Adapted rubric handout has been given to some students)

Slide 5-9: Designer Paula Scher and her work are shown and discussed

Slide 10: Kinetic type video is shown

Slide 10: Emotions chart and directions

Slide 12: Demonstration on visualizer for folding paper, stencils, cut and torn paper, along with written steps:

- Fold 11 x 17 black paper in half
- Write name on the back in white pencil
- Think about composition before beginning
- Use a regular pencil on stencils to draw one word on each side
- Experiment with cutting and tearing colored paper

- Arrange layout before gluing down
- Use thin layers of glue on the colored paper to glue down

3. CULMINATION/CLOSE :

Writing Prompt: Do you feel that your design represents the emotions you chose? If so, then why? (think about color, line, shape, size and space)
Clean up: put away materials and sketchbooks.

PREPARATION:

1. TEACHER RESEARCH AND PREPARATION:

Paula Scher (born October 6, 1948, Washington, D.C.) is an American graphic designer, painter and art educator in design. She also served as the first female principal at Pentagram, which she joined in 1991.

2. INSTRUCTIONAL RESOURCES:

- Summative Assessment Rubric
- Google Slide Presentation & White Board Visualizer Demonstration (p.5)
- Teacher Exemplar (p.9)

3. STUDENT SUPPLIES:

11 x 17 black paper, colored paper, letter stencils, white pencils, glue, scissors

ADAPTIONS & MODIFICATIONS

This lesson is universally designed to address multiple intelligences and learning styles. It will include an adapted rubric and notes, big grip pencils, and preferential seating close to white board. The slide presentation will be read out loud.

RESOURCES:

Paula Scher Article <https://www.itsnicethat.com/news/mental-health-coalition-identity-pentagram-paula-scher-graphic-design-200520>

Abstract: The Art of Design | Paula Scher: Graphic Design <https://www.youtube.com/watch?v=LCfBYE97rFk>

Emotions - A kinetic typography https://www.youtube.com/watch?v=Kt8vGm8_ekQ

Words got Emotions | A Kinetic Typography <https://www.youtube.com/watch?v=uXauP0GV7Nc>

SLIDE PRESENTATION

Can Typography and Design Express Emotions?

GRAPHIC DESIGN

Graphic design visually communicates specific ideas or messages

Using design elements of color, line, shape, size and space can elicit emotional reactions

Rubric

Graphic Design-Typography and Emotions

	Outstanding (5 pts)	Satisfactory (4 pts)	Comments
Included two opposing emotions			
Included hand-drawn or stenciled type			
Experimented with collage techniques			
Applied elements of: color, line, shape, size and space			

Notes:

Graphic design visually communicates specific ideas or messages

Using design elements of color, line, shape, size and space can elicit emotional reactions

PAULA SCHER

**Contemporary
American graphic
designer, painter
and art educator**



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Kinetic Type Video

Emotions Chart:

Choose:
2 opposing emotions
 and write them down
 in rubric notes

Angry	Anxious	Sad	Confident	Happy	Content
irritated	scared	gloomy	brave	joyful	calm
frustrated	worried	helpless	powerful	love	secure
aggressive	fearful	empty	aware	successful	peaceful
mad	afraid	grief	inspired	optimistic	safe
resentful	inferior	loss	courageous	excited	thankful
critical	stressed	hurt	curious	vibrant	discerning
hostile	weak	miserable	creative	cheerful	reflective
hurt	shocked	hopeless	strong	valued	balanced
offended	shame	lonely	bold	accepted	respected
furious	insecure	drained	proud	connected	grateful
bitter	rejected	bored	worthwhile	energetic	trusting
annoyed	uneasy	tired	hopeful	interested	relaxed

Demonstration & Steps:

- ★ Fold 11 x 17 black paper in half
- ★ Write your name on the back in **white** pencil
- ★ Think about your composition **before** you start!
- ★ Use a **regular** pencil on stencils to draw one word on each side
- ★ Experiment with cutting and tearing colored paper
- ★ Arrange your layout **before** you start gluing
- ★ Use **thin** layers of glue on the colored paper to glue down

NOTE:
 Representational images
 (ie. hearts, stick people,
 flowers, smiley faces) are
excluded because they
 already have meaning

TEACHER EXEMPLARS

