Introduction
This lesson is designed as a Career Readiness/Social Studies unit for middle grades. It is easily adaptable to upper elementary grades. In this activity, students work collaboratively to produce a greeting card using a paint program. The driving question for this activity is: *What do graphic designers do?*

Student Outcomes
After completing this activity on graphic design, students will be able to:
- Explain the work of graphic designer.
- Explain how to use a variety of tools in a Paint program.
- Work collaboratively and communicate effectively to accomplish a common goal.

Content Area and Grade Levels
Grade level: 6th – 8th
Content Areas: Information Literacy Skills, Social Studies/Career Readiness

Technology Usage
- Microsoft Paint™ or other paint/draw software
- Formatted diskette
- Internet access

Resources
Online
- What is graphic design? ([http://www.wtamu.edu/academic/fah/art/grahpicdesign/whatisgraphicdesign.htm](http://www.wtamu.edu/academic/fah/art/grahpicdesign/whatisgraphicdesign.htm)) This site defines the work and role of a graphic designer.
- What do they do? ([http://www.whatdotheydo.com](http://www.whatdotheydo.com)) This career site is full of information about many careers including graphic artists.

Offline
Krantz, L. *Jobs Rated Almanac*
Process
Tips:
To successfully complete this activity, students should be familiar with a paint program, how to manage files, including saving files to a disk and how to print a document. This activity can be done in a computer lab or in a classroom with only one or two computers available.

Materials:
Each group needs:
- A file folder
- Loose leaf paper
- Pencils
- One diskette

Preparation: Read the students’ tasks in the Student Activity guide.

Tasks: (actions)
1. Arrange students in groups of four.
2. Pose the driving question: "What would it be like to be a graphic designer?"
3. Elicit responses from students.
4. Review with students the jobs for each member of a group. Instruct students to choose jobs.
5. Hand out and discuss activity requirements.
7. Spend a few minutes with each group to answer questions and check progress.

Presentation
Each group will present its completed graphic to the class and effectively explain:
- Why they chose this particular occasion for which to design a graphic.
- What role each group member served and what strategy was used to decide the roles of the group members.
- Which tools were used to design the graphic?
- What difficulties the group encountered with the activity and how these problems were solved.
- What was enjoyed most during this activity.
- What was learned about graphic design.

Extension
Locate a graphic artist to interview.
Design and print cards for fundraising or community volunteer projects (sick children, single senior citizens, etc.).

Assessment
Students will be assessed based on their performance as a group. A rubric will be used to assess each step of the activity process.
Content Standards

Career Readiness

1) Students will identify career interests and aptitudes to develop an educational plan which supports personal career goals. Benchmark K-4
2) Students will utilize and manage resources effectively to produce quality services and products. Benchmark K-4
3) Students will demonstrate the technological knowledge and skills required for future careers. Benchmark K-4
4) Students will develop and demonstrate responsible and ethical workplace behaviors. Benchmark K-4

Social Studies

10) Students will know and understand the impact of economic systems and institutions on individuals, families, businesses, communities, and governments. Benchmark K-4
<table>
<thead>
<tr>
<th>RUBRIC</th>
<th></th>
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<tbody>
<tr>
<td>Roles chosen equitably (Typographer, Illustrator, Layout, and Editor)</td>
<td></td>
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<tr>
<td>Your group brainstormed 5 occasions and sketched a graphic next to each one</td>
<td></td>
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<tr>
<td>Your group chose 1 occasion to represent with your graphic</td>
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<tr>
<td>Graphic has 3 different colors</td>
<td></td>
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<tr>
<td>3 different design tools were used.</td>
<td></td>
</tr>
<tr>
<td>Text message is appropriate</td>
<td></td>
</tr>
<tr>
<td>Graphic resized to 400x300 pixels</td>
<td></td>
</tr>
<tr>
<td>Graphic saved to a disc</td>
<td></td>
</tr>
<tr>
<td>Printed a hard copy of your completed graphic</td>
<td></td>
</tr>
<tr>
<td>Worked together in a positive and effective manner</td>
<td></td>
</tr>
<tr>
<td>Effective presentation</td>
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</table>
The Mission
Have you ever noticed how certain greeting cards catch your eye and make you want to buy them? Graphic designers use words, pictures, colors and design elements to communicate. The message may be “BUY THIS!” or “CHECK THIS OUT!” That’s the goal of a graphic designer.

Graphic design uses words, colors, and art to convey a message. Graphic design is a major part of designing greeting cards. People buy greeting cards for the way the card expresses a message. It’s not just the words or just the pictures - it’s both.

In this adventure, you’ll learn about graphic design and what designers do on the job. As a member of a design team for the Creative Card Factory, you’ll create a set of note cards. Get your creative juices flowing! You are part of a design team.

Getting Ready
• Brainstorm in your group all the occasions for which someone might send a card.
• Choose your roles: Typographer, Illustrator, Layout, Editor
• To understand how each role works as part of a team, complete the card activity.

Supplies
• Materials for creating rough draft of designs: paper, pencils, colored pencils, crayons, whatever medium works best for you.

Your Adventure
1. With your group, develop a definition of graphic design. In your definition,
   • Discuss the purpose of graphic design;
   • Describe how it is used with various media;
   • Present examples of award winning graphic design.
2. Each member of your design group chooses a role. See Card Factory – Roles sheet.
3. Brainstorm with your group. Make a list of 5 occasions for sending a card. Next to each occasion, draw a rough draft of an image that might represent that occasion. For example: Occasion- Congratulations; Graphic- fireworks
4. Your final product will be a series of five cards. Design a graphic and text on the computer for each of the five occasions.
5. Each graphic should be sized to 400x300 pixels. Save the file.
6. Print a hard copy of your final product, which are five cards.
7. Present your completed graphic to the class. Include in your presentation
   • A definition and description of the field of graphic design;
   • The role of each team member;
   • Description of the tools used.
Resources

**Online**

About Graphic Designers
- What is Graphic Design? [http://www.wtamu.edu/academic/fah/art/graphicdesign/whatisgraphicdesign.htm](http://www.wtamu.edu/academic/fah/art/graphicdesign/whatisgraphicdesign.htm)
- What Do They Do? [http://www.whatdotheydo.com](http://www.whatdotheydo.com)

About the Elements of Design
- Elements of Design [http://gort.ucsd.edu/preseduc/design.htm](http://gort.ucsd.edu/preseduc/design.htm)

**Offline**

**Dig Deeper!**

Design a paper textbook cover advertising your school’s sports teams. Will you need to design several sizes, or is it possible to create a one size fits all design?
Design Group Roles

**Typographer:** Person who works with text. Writes, edits, and chooses fonts for the text of the project. Works according to the directions of the Editor.

1. After group decides what to create, the typographer is responsible for the text (what the card is going to say). Choose fonts that best go with the graphics.
2. Save your text so it can be added to the graphics at the appropriate time.

**Illustrator:** Person who draws or works with the images of a project. Edits and processes the images according to the directions of the Editor.

1. After group decides what to create, the illustrator works on the graphics (the picture to be put on the card). Choose the colors, textures, and size of the image.
2. Save your graphics so they can be edited later.

**Layout:** Creates the arrangement of all elements of the project. The layout technician works with the group to determine a layout that meets the message of the product.

1. After group decides what to create, the layout technician arranges the graphics and text. Be sure to check for unity, balance and symmetry.
2. Coordinate with the Editor to produce the best arrangement.

**Editor:** Person who makes sure all components of a project are correct and well developed. The editor leads the group to determine the final project.

1. Lead the group in deciding what your product will be. Make sure your group is cooperative and supportive of each other’s ideas. Use positive language and keep things flowing.
2. Work with each member of the group to produce the components of the project.
3. Make sure the final product is well done, correct, and presented in a pleasing way.