

Photoshop Project 8 - Think Like An Artist

Project Scenario:

You can learn all the tricks and techniques that Photoshop has to offer, but if you don't know how to put them together in a way that looks good, those skills are useless! If you really succeed at the artistic portion of this learning process, you may find yourself working someday for an actual design firm as an artist. And if that happens, there are some things you should know about how to work with teams to create a plan for professional projects.

Project Goal:

Review skills and terminology of professional art designers.

Project Timeline:

It may take 1-2 hours of class time for students to complete this project.

TOPIC 8.01	Working with Clients	3:22
TOPIC 8.02	Using a Project Plan!	5:54
TOPIC 8.03	Design and Art Theory	11:08
TOTAL		20:24



Core Concepts Learned:

- Approach projects like a designer
- Target Audience & Demographics
- Elements & Principles of Design

Adobe Certified Professional 2021 Exam Objectives Covered:

1.1 Identify the purpose, audience, and audience needs for preparing images.

a Determine whether content is relevant to the purpose, audience, audience needs, user experience, and has an appropriate design for target devices.

1.2 Communicate with colleagues and clients about design plans.

b Demonstrate knowledge of basic project management concepts.

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1.3 Determine the type of copyright, permissions, and licensing required to use specific content.

a Identify legal and ethical considerations for using third-party content, such as copyright, permissions, and licensing.

b Identify when and how to obtain permission to use images of people and locations.

1.5 Demonstrate knowledge of basic design principles and best practices employed in the design industry.

a Communicate visually by using the elements and principles of design and common design techniques.

Materials/Equipment:

- Computer meeting the minimum specs for Photoshop
- A copy of Adobe Photoshop
- Internet connection for resources

Resources/References:

- BrainBuffet Project 8 Think Like An Artist Lesson Plan
- GAMER Mission Handbook

Extension Challenges:

- Adobe Education Exchange
- Find a client (ideas for client below) and offer to design a poster or bulletin for them. Keep the design process in mind and create something for them. (Possible potential clients: schoolteacher, school club, school sports team, student government, community sports team, community center, small business/shop, etc).

Cross-Curricular Enrichment:

- Language Arts: Think of your favorite book and why that is your favorite. Using the elements & principles of design create a design or draw something that conveys that feeling. See if your design evokes that emotion from others.
- Math: Partner up with another student. Each student should take turns being the client and then the designer. As the client, students need to come up with a company, the company's target audience, and what they sell. Create a logo geometric design. As the designer, students need to come up with a geometric logo for the client that suits their needs.
- History: Pick a time period and make an advertisement for an event that could have happened in that time period. The event does not have to be a real event but it does have to be a believable event for that time period.

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- Geography: Pick another worldly destination and do some research on the culture of the people that live there. What are the differences and similarities between where you live and the place you chose? Write a paragraph on your findings and create two ads for the SAME company. One based on the demographics of where you live and one based on the demographics of the country you researched.

Evaluation/Rubric:

There is no evaluation/rubric necessary for this project because students are not turning anything in.