



Lesson Title: Introduction to Graphic Design

Duration: 70 minutes

Grade Level: High School/University

Objective: Students will understand the basics of graphic design, learn about design principles, and create a simple graphic design project.

Materials:

Computer with graphic design software (such as Adobe Photoshop, Canva, or GIMP)

Projector or screen for presentations

Whiteboard and markers

Introduction (10 minutes):

Begin with a discussion about graphic design and its role in everyday life. Show examples of well-designed logos, posters, and advertisements.

Design Principles (15 minutes):

Introduce key design principles: balance, contrast, alignment, repetition, proximity.

Explain each principle with visual examples to help students understand how they contribute to effective design.

Interactive Activity - Design Critique (15 minutes):

Show a few examples of designs (can be posters, magazine covers, etc.) and discuss how they adhere to or violate design principles.

Ask students to share their opinions on what works well and what could be improved in each design.

Creating a Poster Project (15 minutes):

Explain that students will create a simple poster using graphic design software.

Provide a template and guide students through adding text, images, and applying basic design principles.



Things to Look Out For (5 minutes):

Discuss common design mistakes such as using too many fonts, cluttered layouts, poor color choices, and lack of hierarchy.

Emphasize the importance of readability, simplicity, and conveying the intended message clearly.

Group Critique and Sharing (5 minutes):

After creating their posters, students share their designs with the class.

Encourage constructive feedback and discuss how each design adheres to design principles.

Assessment:

Assess students based on their understanding of design principles, their ability to apply those principles in their poster project, and their participation in the critique session.

Homework Assignment:

Ask students to find a real-world example of a design (advertisement, packaging, website) that exemplifies good design principles and explain why.

Closure (5 minutes):

Recap the key design principles discussed in the lesson.

Highlight the impact of graphic design on effective communication in various fields.

This lesson can be adapted to include more advanced topics in graphic design in subsequent lessons, such as typography, color theory, and more complex design projects.