**Lesson 8:** Art and Design

**Problem statement:**

How do graphic design artists choose certain colors and designs on the package to excite the customer?

**Learning objectives:**

I can create a graphic for my packaging that includes colors and a design I purposefully chose to reflect my customers’ culture and preferences

**Lesson standards (NGSS, CCSS, CTE):**

Visual Arts Anchor Standard 3 Refine and complete artistic work.

Visual Arts Anchor Standard 5 Develop and refine artistic techniques and work for presentation.

Visual Arts Anchor Standard 6 Convey meaning through the presentation of artistic work.

**Soft skills:**

Creativity: What colors will make my graphic stand out?

Collaboration: How will our team come to decisions and compromises when designing one package only?

Communication: How will I communicate what is inside the package through the color theory and design on the outside of the package?

Critical Thinking: How will I be able to relate my product’s purpose and target audience through colors and one design only?

**Locally and/or personally relevant for students:**

Researching products sold in grocery store shelves -products that they see and buy every day.

**Connections to career and educational pathways:**

Advertising

Graphic Design Artist

Visual Artist

Marketing

**Materials:**

* Sample products
* Product Observations Handout (Appendix A)
* Color Theorist Handout (Appendix B)
* Image Designer Handout (Appendix C)
* Graphic Designer Handout (Appendix D)
* Three different colored pens for each group
* Various art supplies based on what you want the students to create
* Computers (if you want the students to create digital designs)
  + Access to programs such as SumoPaint or Sketch

**Lesson preparation:**

Copy Product Observations Handout for each student

Copy Color Theorist Handout- for each group

Copy Image Designer Handout- for each group

Copy Graphic Designer Handout- for each group

**Time required:** Two 45-minute sessions (one to plan, one to create)

**Grouping of students for instruction:**

Color Theorist(s): This student helps to decide which colors would be best to use for their design. They will be responsible for relaying information to their group members about how colors can be used to communicate in advertising

Image designer(s): This student will be responsible for designing the image on their package that should represent their product and what message it will represent.

Graphic artist: This student will be responsible for putting the colors and images together to create a design on their packaging that best represents their company/product

**Understanding the Problem**

|  |  |
| --- | --- |
| **Teacher** | **Student** |
| **Introducing the problem**: 12 minutes  How do graphic design artists choose certain colors and designs on the package to excite the customer?  Teacher hands out different products to each group and asks them to record observations about the logo, images, and color that the product uses.  Use Product Observations handout. | Work as a team to record observations. Provide each student in the group with a different color of pen. They should use that pen to write their name and observations so that the teacher will know how much each student is contributing to the project |
| **Discussion**: 10 minutes Guides discussion whole-group as each small group shares out their product and observations | Add their ideas and observations to other groups’ products after the small groups share out |
| **Jigsaw:** 15 minutes  Each group will design their own image to represent what is inside their package.   * What message do they want their image to share? Remind students that images can communicate across language barriers. * What colors do they want to use? What feelings or emotions do they want their customers to feel when they see the packaging for the first time? | The Color Theorist and Image Designer of each group will read jigsaw style (each student reads a different section and shares out with the whole group) to absorb information about graphic design and color theory. The Graphic Designer will be responsible to help the other two to understand any new vocabulary and talk through their ideas.  On their jigsaw handout, they will record info learned, questions they still have, and start thinking of ideas for their own product design. |
| **Work time:** Remaining time in day and the next day  Teacher supports students working through their individual tasks (See Appendix B, C, and D). | Students work in their small groups to design digitally on SumoPaint, Sketch, or Photoshop or draw/paint their design on paper. |

**Accommodations:** Describe special accommodations for any students with significant exceptional needs (i.e. visual impairment, deafness, physical impairments, etc.) Consider special groups like ELL, SPED, and Highly Capable when possible.

**Extensions:**

[Intro to color theory](https://www.youtube.com/watch?v=Qj1FK8n7WgY&t=15s) (kid friendly) video

<https://www.youtube.com/watch?v=Qj1FK8n7WgY&t=15s>

After researching logos and what makes a logo work, have students design their own logo -one illustration that defines them.

**References/Resources:**

[Detailed descriptions of colors and their symbolism/significance in different cultures/countries](http://www.arttherapyblog.com/online/color-meanings-symbolism/#.XU2w03dFzD4)

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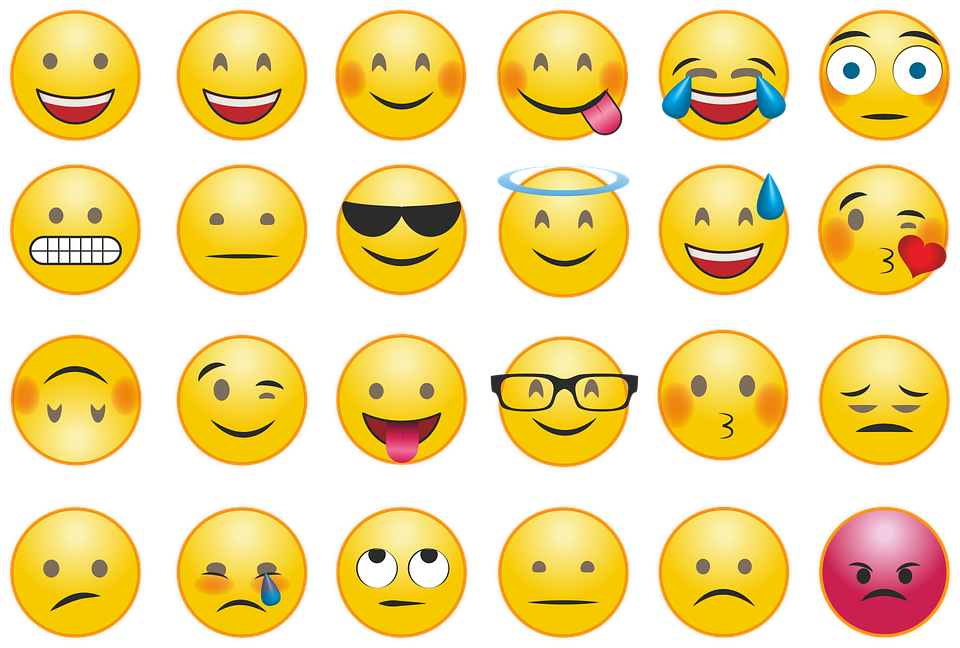
[Awesome infograph of how consumers are affected by color in advertising](https://www.surveycrest.com/blog/6-revealing-facts-about-color-psychology/):

<https://www.surveycrest.com/blog/6-revealing-facts-about-color-psychology/>

*Appendix A*

Names of group members: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Product that you are observing: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

On the table below, write each color used and the emotion or feeling you recieve from that color

|  |  |
| --- | --- |
| Color | Emotion or feeling |
|  |  |
|  |  |
|  |  |
|  |  |

What images does the product use? What messages do you think these images is trying to communicate? What are the purposes of these images?



|  |  |
| --- | --- |
| Image | Purpose/message |
|  |  |
|  |  |
|  |  |

*Appendix B*

**Color Theorist**

### Psychology of Colors

* Several ancient cultures, including the [Egyptians](https://kidskonnect.com/history/ancient-egypt/) and Chinese, practiced chromotherapy -the use of colors to heal.
* Chromotherapy is sometimes referred to as light therapy or colorology and is still used today as a holistic or alternative treatment.
* According to some studies, there are four psychological primary colours – red, blue, yellow, and green.
* **Red** (Physical) – It is a powerful color. It denotes physical courage, strength, warmth, energy, and also defiance and aggression.
* **Blue** (Intellect) – It is a soothing color. It denotes intelligence, communication, trust, efficiency, serenity, duty, logic, coolness, reflection, but also coldness, aloofness, and lack of emotion.
* **Yellow** (Emotional) – This wavelength is stimulating. It symbolizes confidence, self-esteem, optimism, but also fear, emotional fragility, and depression.
* **Green** (Balance) – It promotes rest. This color denotes harmony, balance, refreshment, universal love, restoration, reassurance, environmental awareness, equilibrium, and peace.

What new or important information will you share with your group members?

|  |
| --- |
|  |

What colors would you like to use in your packaging? Why?

|  |
| --- |
|  |

*Appendix C*

**Image Designer**

How does a company choose the best image to represent them?

Images tell a story. How can you communicate the message of your product through the image on the package?

Your job will be to design the best image to represent the product inside your package.

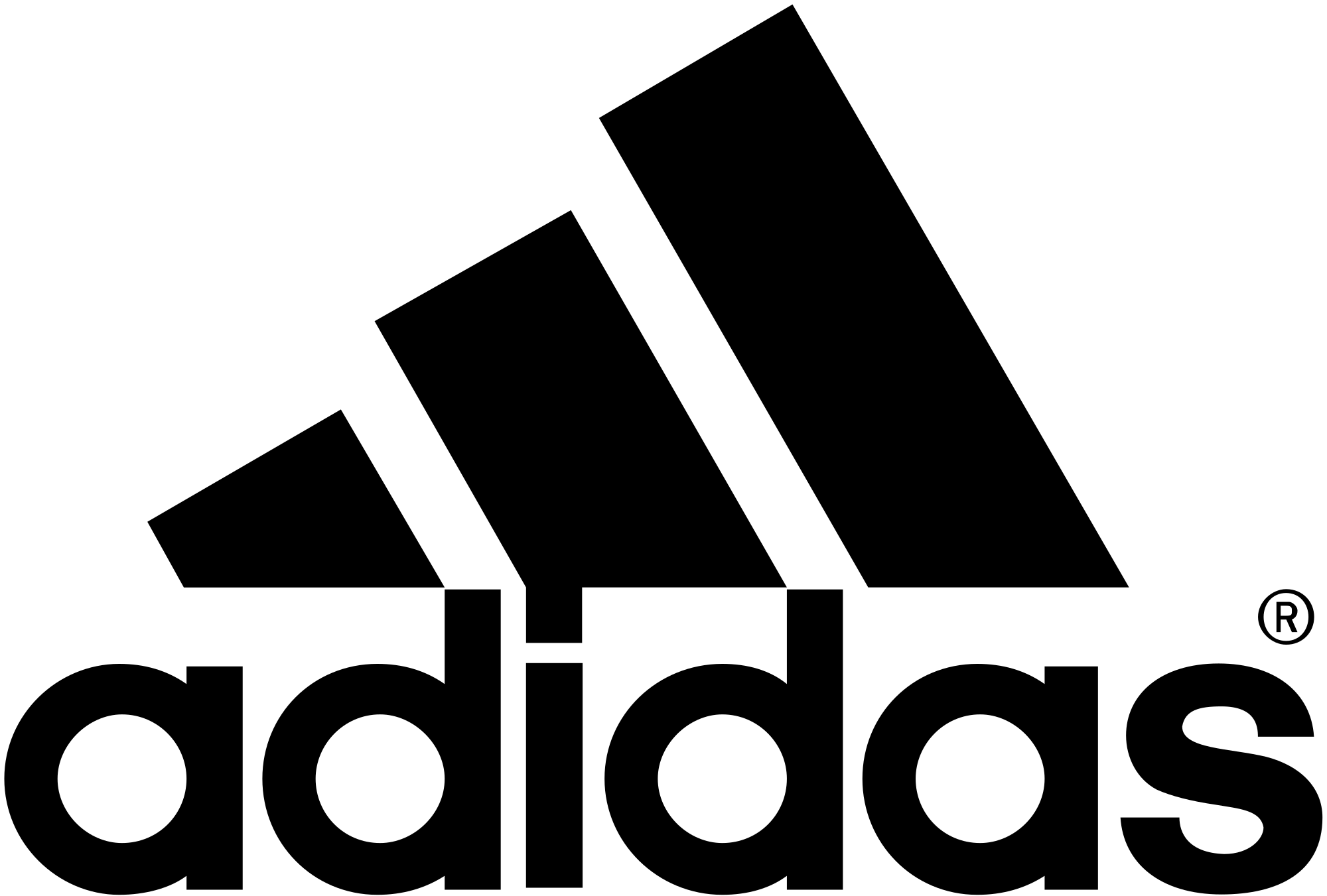
Your image must take up **no more** than ⅓ of your packaging surface

Your image must include **at least** two colors but **no more** than 5 colors.

You must be able to explain to the class WHY your image represents the product inside.

* What about your image would excite customers about the product inside?
* What were your inspirations for the image design?

Think about these image designs. What message are they communicating? Why do you think the company chose it to represent them? Why do you think each company chose their specific colors, size, shape for their logo?



*Appendix D*

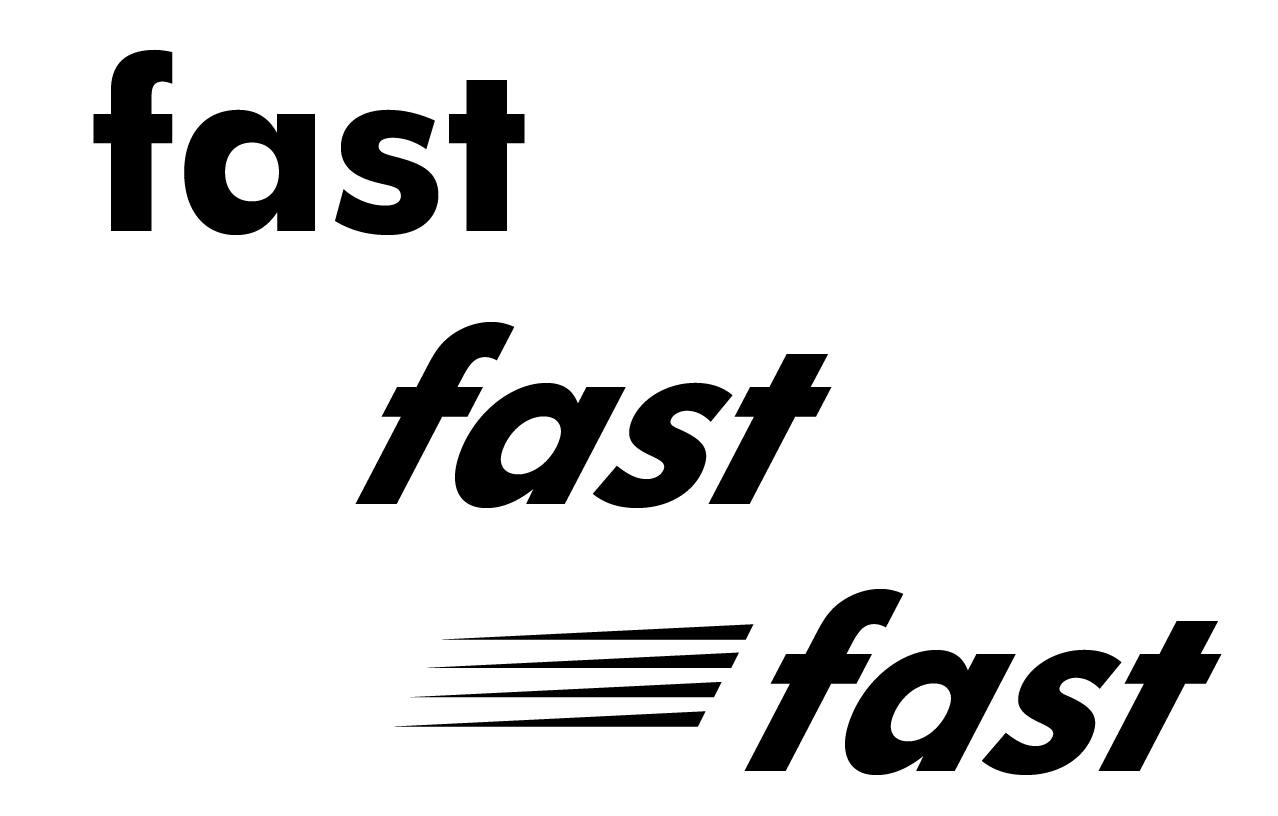
**Graphic Designer**

A graphic designer uses visual information to produce a message. This can be done by placing words and pictures in ways that will get the attention of others. People who do graphic design as work are called *graphic designers*.

"Graphic design" is a vast and varied discipline, using many skills, rules and techniques to be able to provide the right information. It is both a combination of artistic expression and media relations.

Graphic design is everywhere, from traffic signs to the logo for the Olympic Games; software user interfaces to web site design; the logo on your favorite sneakers; or the cover title in your favorite comic.

Graphic Design also includes typography like the difference between these words:



Your job will be to investigate graphic design and help the image designer to create a logo that represents your product and is placed on your packaging to excite the customer