

**Digital Design**  
**Short Term Project**  
**2 Weeks**  
**“Monopoly Board”**

<b>Objectives:</b>	The student will be able to use Adobe Software (Photoshop, Fireworks, Illustrator) to create and edit images/graphics, apply “clean” design techniques, and think creatively to market and design in confined space and in given time constraints.
<b>Business Ethics:</b>	Students will model work readiness traits required for success in the workplace including teamwork, multitasking, integrity, honesty, accountability, punctuality, time management, and respect for diversity.
<b>Number of Class Hours:</b>	6 class periods which will equal 300 minutes or 5 hours

# Georgia Standards

## Course Standard 6

### IT-DD-6

**Identify and develop model digital products that reveal a professional layout and look by applying design principles to produce professional quality digital products.**

- 6.1 Describe and identify graphical elements and the appropriate use of elements on a web site.
- 6.2 Explore and apply color principles to digital products.
- 6.3 Critique work samples for professional quality in look and layout based on design principles.
- 6.4 Explain the difference between graphic elements used in print media and online media.
- 6.5 Apply the concept of how graphics and text help establish a brand or product identity and explain meaning in presentation of graphic.
- 6.6 Analyze the look and layout of a website based on the first impression of content and page elements and describe.

## Course Standard 7

### IT-DD-7

**Create and edit images and graphics.**

- 7.1 Demonstrate appropriate image capturing techniques and sources.
- 7.2 Apply photographic composition techniques (e.g., rule of thirds, point-of-view, and framing) to taking pictures for use in media project.
- 7.3 Select proper and ethical image-capturing techniques (e.g., royalty-free images, fair-use guidelines).
- 7.4 Apply appropriate image and graphic editing techniques.
- 7.5 Use graphic-editing software to create and edit images for publications and presentations.
- 7.6 Understand and apply image composition techniques (e.g., resolution, anti-aliasing, and lighting).
- 7.7 Apply appropriate use of photo editing techniques (e.g., cropping, red eye, layers).
- 7.8 Select appropriate file type and resolution size for digital product use, editing, and storage.
- 7.9 Compare and contrast raster and vector graphics and editing programs.
- 7.10 Use a raster edit program to create and edit digital images and graphics.
- 7.11 Edit digital images to fit digital products.
- 7.12 Create digital images to align to marketing strategy and target audience.
- 7.13 Work within a vector editing program to create and edit digital images.

# Digital Design Final Project 1<sup>st</sup> 9 Weeks “Monopoly Board”

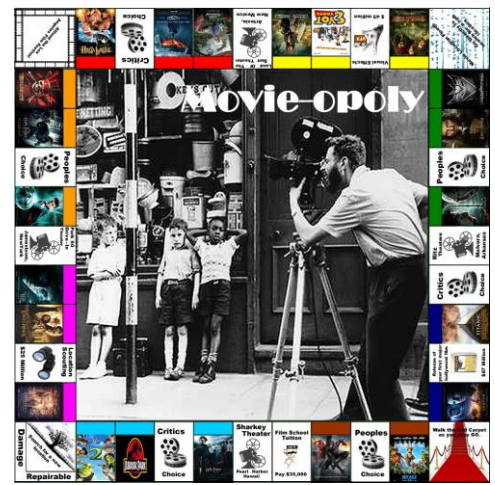
For your final project, you will complete the “Monopoly” assignment. This should be a combination of everything you have learned the first 9 weeks in Digital Design. You will have until the end of next week to complete the assignment.

## Requirements:

- Every space must be original (no remaining graphics from the original monopoly board)
- Use text effects
- Must have a theme
- Size should be at least 1200 x 900 or 900 x 1200
- Theme should be well developed and supported throughout the project
- All “properties” should contain a price, number, etc.
- Text and pictures should be clear...NO pixellation!

## Techniques:

- Use fading tools
- Use erasers
- Use text effects
- Use everything you have learned this 9 weeks



# GRAPHIC DESIGN PROJECT – GRADING RUBRIC

<p><b>Impact - 25 pts.</b></p> <ul style="list-style-type: none"> <li>• Effective communication of project theme 5pts</li> <li>• Color combinations - 5 pts</li> <li>• Layout of text – 5 pts</li> <li>• Font used – 5 pts</li> <li>• Graphics/photographs – 5 pts</li> </ul>	
<p><b>Graphic - 25 pts.</b></p> <ul style="list-style-type: none"> <li>• Is graphic appropriate to project theme? - 15pts</li> <li>• Is there proof of permission to use copyrighted images? - 5pts</li> <li>• Are non-copyrighted graphics or image sources cited? – 5pts</li> </ul>	
<p><b>Design Elements - 20 pts.</b></p> <ul style="list-style-type: none"> <li>• Balance (visual weight of design elements) .....5 pts.</li> <li>• Dominance (eyes are drawn to main message) .....5 pts.</li> <li>• Proportion (size relationships within the design) .....5 pts.</li> <li>• Unity (design elements flow together) .....5 pts.</li> </ul>	
<p><b>Fonts - 15 pts.</b></p> <ul style="list-style-type: none"> <li>• Readability - 3pts</li> <li>• eye appeal, - 3pts</li> <li>• size - 3pts</li> <li>• placement - 3pts</li> <li>• distracting or effective use of different styles - 3pts</li> </ul>	
<p><b>Technical - 15 pts.</b></p> <ul style="list-style-type: none"> <li>• Sharp clean edges of graphics and fonts – 5pts</li> <li>• entry is clear of smudges, smears, pencil or other extraneous marks – 5pts</li> <li>• Layout is accurate and well planned – 5pts</li> </ul>	
<p><b>TOTAL</b> .....100 pts.</p>	



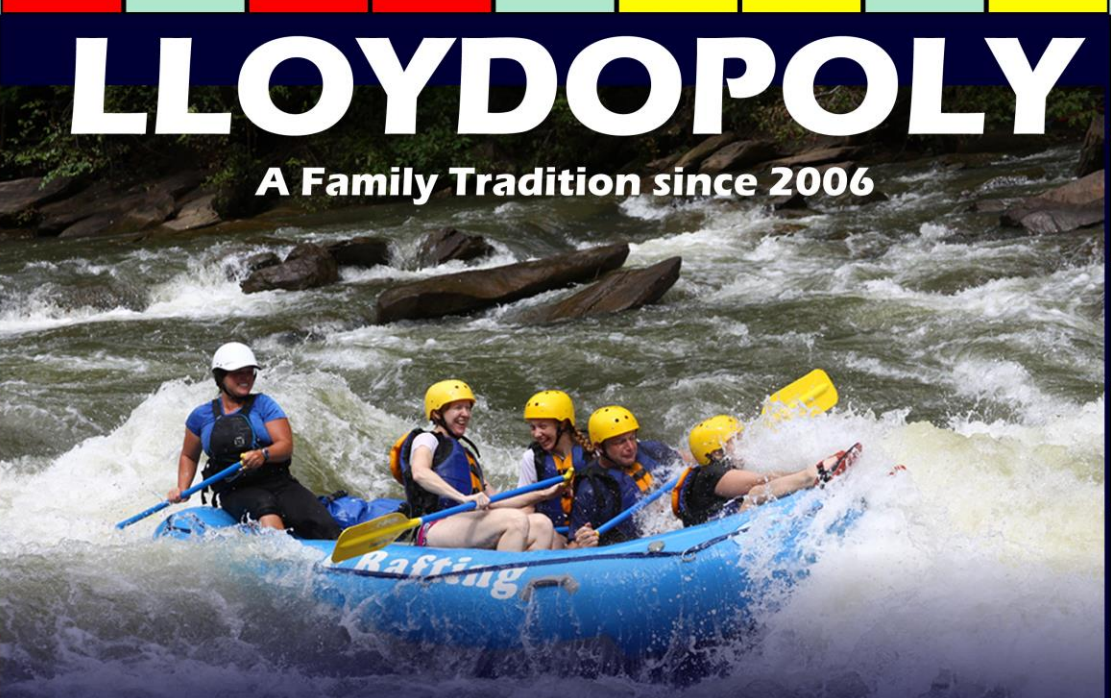




# Student Sample

























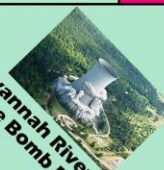


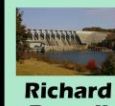




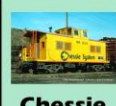


# LLOYDOPOLY

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**BAD NEWS**

**GOOD NEWS**

Free Space <b>The BLUE Lot</b> 	Sweetheart Circle  \$2100	Vacation Home Portland, OR  \$2500	Carruth Fieldhouse  \$2300	Hanner Fieldhouse  \$2500	BAD NEWS  \$2600	Fort McPherson  \$2700	Acworth Vacation Home Boulder, CO  \$2500	National Forests in Florida  \$2800	ROLL THE DICE, EVEN FOR BAD NEWS, BUT FOR GOOD NEWS, FATE! 								
Granite Bowl  \$2000	The Inferno  \$1900	Vacation Home Vancouver, CA  \$2500	Heath  \$1800	FAMILY VACATION COLLECT \$1500	Thomsville ,GA  \$1700	Valdosta, GA  \$1500	Philadelphia ,PA Vacation Home  \$2500	Atlanta, GA  \$1400	Garden Brook Drive  \$2900	Greenleaf Terrace  \$3200	Puerto Rico Vacation Home  \$2500	Roswell Drive  \$3100	Amsterdam, Holland Vacation Home  \$2500	FAMILY CRISIS PAY \$1000 	Paulson Stadium  \$3600	SEPA Sepa Utility  \$2000	Club Lloyd  \$4000
Savannah River Site "The Bomb Plant" Lose A Turn 	\$1000 Elberton, GA 	\$1200 Fairmont, WV 	\$2,000 Richard Russell Dam Utility 	\$900 Elkins, WV 	GOOD NEWS 	\$2500 Burlington, VT Vacation Home 	\$500 Junior, WV 	\$2,000 Chessie Rail Utility 	\$400 Gale, WV 	Almost Heaven West Virginia Start 							

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<p><b>Impact - 25 pts.</b></p> <ul style="list-style-type: none"> <li>• Effective communication of project theme 5pts</li> <li>• Color combinations - 5 pts</li> <li>• Layout of text – 5 pts</li> <li>• Font used – 5 pts</li> <li>• Graphics/photographs – 5 pts</li> </ul>	<p>25/25</p> <p>Good clean design, no problems with layout and good quality pictures</p>
<p><b>Graphic - 25 pts.</b></p> <ul style="list-style-type: none"> <li>• Is graphic appropriate to project theme? - 15pts</li> <li>• Is there proof of permission to use copyrighted images? - 5pts</li> <li>• Are non-copyrighted graphics or image sources cited? – 5pts</li> </ul>	<p>25/25</p> <p>No problems here! You were the only student to go entirely original!</p>
<p><b>Design Elements - 20 pts.</b></p> <ul style="list-style-type: none"> <li>• Balance (visual weight of design elements) .....5 pts.</li> <li>• Dominance (eyes are drawn to main message) .....5 pts.</li> <li>• Proportion (size relationships within the design) .....5 pts.</li> <li>• Unity (design elements flow together) .....5 pts.</li> </ul>	<p>20/20</p> <p>Balanced, proportionate, well thought out, eyes are drawn to the center of the board. Great job!</p>
<p><b>Fonts - 15 pts.</b></p> <ul style="list-style-type: none"> <li>• Readability - 3pts</li> <li>• eye appeal, - 3pts</li> <li>• size - 3pts</li> <li>• placement - 3pts</li> <li>• distracting or effective use of different styles - 3pts</li> </ul>	<p>15/15</p> <p>Fonts are clean and text effects (bold, italics, caps, etc.) were used appropriately</p>
<p><b>Technical - 15 pts.</b></p> <ul style="list-style-type: none"> <li>• Sharp clean edges of graphics and fonts – 5pts</li> <li>• entry is clear of smudges, smears, pencil or other extraneous marks – 5pts</li> <li>• Layout is accurate and well planned – 5pts</li> </ul>	<p>15/15</p> <p>100%...the most creative board I've seen in a while. Well thought out!!</p>
<p><b>TOTAL</b></p> <p>.....100 pts.</p>	<p><b>100</b></p>