

**BUSINESS & COMPUTER SCIENCE/BUSINESS MANAGEMENT**  
**Graphic Design**  
**Unit 4: CD Cover, Software and Book Cover Designs**

<p><b>Essential Understandings</b></p>	<ul style="list-style-type: none"> <li>▪ Quality graphic designs incorporate two aspects that must work together: technique (skill) and inspiration (creativity).</li> <li>▪ Learning to recognize and finally create what the hiring customer and the end customer wants requires communication and openness to constructive criticism.</li> <li>▪ Like art, what is good is subjective and difficult to put into words.</li> <li>▪ Technical skill and mastery of the software is obvious by the outcome.</li> </ul>
<p><b>Essential Questions</b></p>	<ul style="list-style-type: none"> <li>▪ What are the common elements of a quality original cd cover, software, music cover or book cover design?</li> <li>▪ What are the elements of successful design that can be simulated with the student’s current knowledge of Photoshop tools and techniques?</li> <li>▪ What financial opportunities exist for successful designers of original book, cd and software covers?</li> </ul>
<p><b>Essential Knowledge</b></p>	<ul style="list-style-type: none"> <li>▪ One must know how to use Photoshop techniques, file types, and layout tools effectively to design a cover.</li> <li>▪ One must know standard dimensions for cds and books, including electronic books, and learn how to translate these into Photoshop files.</li> <li>▪ There will not always be a tutorial to tell specific steps to accomplish an outcome. One may have to get creative and imaginative.</li> </ul>
<p><b>Vocabulary</b></p>	<ul style="list-style-type: none"> <li>▪ <u>Terms:</u> <ul style="list-style-type: none"> <li>○ book cover, cd cover, software, rulers, 3D book cover</li> </ul> </li> </ul>
<p><b>Essential Skills</b></p>	<ul style="list-style-type: none"> <li>▪ Create an 8 ½ X 11, 6 X 9, or 3D book cover.</li> <li>▪ Create a standard size cd or software cover, including an inside list of music or software and a cd cutout.</li> <li>▪ Use Photoshop layers, tools, and image file types.</li> </ul>

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<p><b>Related Maine Learning Results</b></p>	<p><u>Career and Education Development</u>          B. Learning About and Exploring Education, Career and Life Roles          B1.Relationships among Learning, Work, the Community, and the Global Economy          Students evaluate strategies for improving educational achievement, increasing participation as an involved citizen, and increasing work options and earning potential in a 21<sup>st</sup> century global economy.          B2.Skills for Individual/Personal Success in the 21<sup>st</sup> Century          Students evaluate strategies to improve skills that lead to lifelong learning and success in the classroom, and the achievement of schoolwork, work and career, and personal life goals.          a. Literacy skills          b. Numeracy          c. Critical thinking skills          d. Information and communication technology (ICT) literacy          e. Interpersonal skills          f. Other academic skills and knowledge          B3.Education and Career Information          Students use previously acquired knowledge and skills to evaluate and utilize a variety of resources to articulate a plan and make decisions for post-secondary education, training, and career choices.</p>
<p><b>Sample Lessons And Activities</b></p>	<ul style="list-style-type: none"> <li>▪ Create an original music cover and inside content for a favorite music group.</li> <li>▪ Design and create a cover and packaging for a new video game.</li> <li>▪ Design and create an original book cover.</li> </ul>
<p><b>Sample Classroom Assessment Methods</b></p>	<ul style="list-style-type: none"> <li>▪ Create a 3D book cover for an eBook.</li> </ul>
<p><b>Sample Resources</b></p>	<ul style="list-style-type: none"> <li>▪ <u>Other Resources:</u> <ul style="list-style-type: none"> <li>○ Teacher created materials and Photoshop CS4 software</li> </ul> </li> </ul>