

# Arts Assessment For Learning

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VISUAL ART — 5<sup>TH</sup> GRADE

## LESSON PLAN: GRAPHIC DESIGN

### CEREAL BOX COVER

#### UNIT LEARNING OBJECTIVES:

Students will learn:

- Why marketing is important in design choices
- About different careers in the visual arts and design
- A design process through creating a cereal box cover design
- How to create an original logo and design for a cereal box
- How sell the cereal box idea through marketing in the classroom
- How to use formative assessment in the design process through peer assessment using the ladder of feedback
- To understand how colors affect people through observation and discussion of various cereal box covers

#### Introduction to Design:

Students will:

- Listen and respond to the book, *The World of Design for Kids*
- View a slide show of the design process and how it relates to the project of designing a cereal box
- Be given a type of cereal, for which they will be creating a cover
- View, discuss and compare different covers of cereal to end up with commonalities within each type of cereal
- Come up with a name for their cereal and use formative assessment to critique their name choices
- Will begin the logo process for their cereal name
- Come in the next week with 4 or five different logos for their cereal
- Begin their cereal design process by drawing one draft and using peer assessment to improve their design using a checklist for criteria
- Have an opportunity for revision of their design based on the feedback
- Continue working on their draft of the cereal box design using formative assessment for revision
- Finalize their cereal box design and getting ready for final draft

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- Begin their final draft
- Look at advertising campaigns for cereal and how cereal manufacturers create a demand for certain cereals for kids
- Create an advertising pitch for their cereal and present to the class