DIGITAL DESIGN: Part 1 of 2

ages 11-18

COACH ART | starlight children's foundation

In partnership with

Captain Starlight, here!

I just landed on Earth with some exciting news:

Starlight Children's Foundation has partnered with the organization **CoachArt** to work together to add fun STEAM (Science, Technology, Engineering, Art, Math) lessons into all the activities! How cool is that?!

Over the next few weeks, I will lead you and your student through four action-packed lessons using these nifty curriculum guides!

Did you know kids learn best when they are having fun? That's why I have thoughtfully sprinkled in a **STEAM** learning moment into each exciting lesson. Make sure you highlight those as you work your way through this curriculum guide.

If you have any questions throughout your mission, check out the Coach Corner website or email ***match@coachart.org.***

Now, buckle up and get ready to blast off in *3...2...1!*

DIGITAL DESIGN
INTRODUCTION LESSON

Welcome to the world of digital design.

Have you ever wondered how some of the graphics you see online are made? Today you will begin to explore the world of Digital Design.

- **Age Group:** 11-18
- **Skill Level:** Beginner
- **STEAM:** Visual Arts, Technology
- **Adult Helper:** As needed
- **Learning Objective:** To introduce students to digital design.

At the end of this module, students will be able to:

- Define digital design.
- State the differences and similarities between a digital designer and a graphic designer.

Activity One 7 minutes
Activity Two 30 minutes
Lesson and Coaches Notes 20 minutes

Here is what you need:
Computer, tablet, or laptop

SHARE YOUR EXPERIENCE
Enjoy your time together, and email your photos & stories to photos@coachart.org at "original" (maximum) size.

WHAT IS DIGITAL DESIGN?

Digital design is a type of visual communication. Information, a product, or a service is presented through a digital interface.

Basically, it is graphic design using computers!

WHAT IS GRAPHIC DESIGN?

Graphic design is defined as “the art and practice of planning and projecting ideas and experiences with visual and textual content.”

Graphic design communicates ideas or messages in a visual way. These visuals can be as simple as a business logo, or as complex as page layouts on a website.

DIGITAL DESIGN VS GRAPHIC DESIGN

HOW ARE THEY DIFFERENT?

Graphic design is for print products, such as magazines, brochures, or book covers. Graphic design can also be applied to billboards, signs, buildings, and other outdoor spaces. Digital design is for digital content only. Today the skills of graphic designers and digital designers are overlapping more. For example, graphic designers and digital designers can both be responsible for brand implementation and typographical layout. Since we live more and more in a digital world, design projects are often prepared for both digital distribution and for print.

DIGITAL DESIGN: Week 1

ACTIVITY ONE: VIDEO

Topic: The Universal Arts of Graphic Design produced by PBS Studios
Length: 6 minutes and 30 seconds
Link: https://youtu.be/sTi5SNgxE3U

The Difference Between Design and Development

Digital designers make decisions on the visual direction of the product, and what they deliver to the client is typically an offline mockup (whether through Photoshop or a prototyping tool like Figma). Developers then use coding language to turn this mockup into a working digital design, like a website or newsletter. Design and development have different disciplines that require different skillsets. In today's world, digital designers often offer development services.

Types of Design and When to Use Them

"Digital Design" is kind of a catch-all term. There are a wide variety of digital interfaces to choose from, and each has its own uses.

Here are the most common types of digital designs:

- Web Design
- App Design
- Social Media
- E-Books
- Infographics – graphic visual representations of information, data, or knowledge intended to present information quickly and clearly.

DIGITAL DESIGN: Week 1

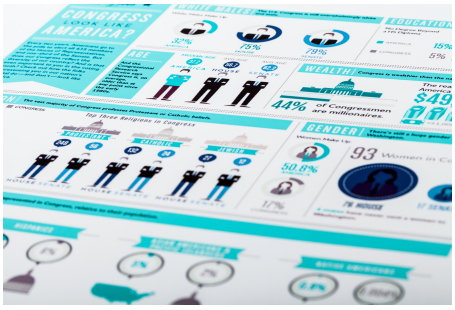
ACTIVITY TWO: LET'S EXPLORE

To help students understand some of the common types of digital design, have them explore these three platforms:

Infographics

Website: Venngage.com
Information: This website gives a great explanation and visual for Infographics

Website Link:
https://venngage.com/blog/what-is-an-infographic/#1



Website Design

Today, many websites help users build websites. These "do it yourself" website builders give people with no coding experience the opportunity to build great sites. They offer templates with a variety of layouts and designs.

Here is a great example of a Website Builder website:
https://www.squarespace.com/templates

App Design

Just like designing a website, building a mobile app for a business just got easier. There are many "do it yourself" mobile app builders in the marketplace. They offer a wide variety of templates to choose from.

Here is one example of an App Builder:
https://dribbble.com/tags/mobile_app_design

COACHES NOTES

- Digital Design Learning Term of the Week:
  - Alignment: The way that the different elements in a design are arranged, usually in relation to a page or document.

- STEAM Word of the Week:
  - Artificial Intelligence (A.I.): A computer science technology that gives machines the capacity to act and respond to commands in a much more "human" way.

- Digital Design Question of the Week:
  - How is A.I. used in digital design? A.I. is one of the biggest trends in app development. App designers use A.I. to increase overall customer satisfaction. A.I. is also used to analyze user behavior.

EXPLORING CANVA
WEEK TWO

Have you ever seen a nice social media ad or digital invitation and wondered how it was made? Today, many online platforms help bring out the creativity in anyone. Welcome to the world of Canva!

- **Age Group:** 11-18
- **Skill Level:** Beginner
- **STEAM:** Visual Arts, Technology
- **Adult Helper:** As needed
- **Learning Objective:** To introduce students to the online graphic design platform Canva.

At the end of this module, students will be able to:

- Create a Canva account.
- State three graphic design elements you can create using Canva.

Activity One 4 minutes
Activity Two 30 minutes
Lesson and Coaches Notes 20 minutes

Here is what you need:
Computer, tablet, or laptop

DIGITAL DESIGN: Week 2

What is Canva?

Canva is a free online graphic design platform that enables users to easily create digital products such as business cards, social media posts, eBooks, social media ads, invitations, and more.

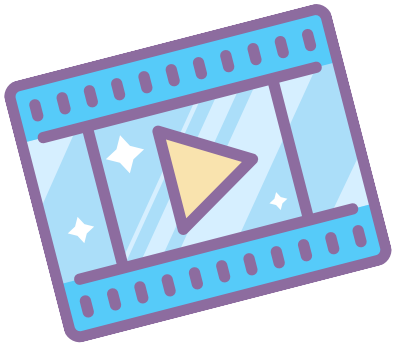
Basic Design Elements

When creating any type of digital product, it helps to be familiar with these basic elements of design:

- **Balance** is the distribution of the visual "weight" of objects, colors, textures, and spaces. Elements should be balanced to make a design feel stable.
- **Emphasis** is the part of the design that catches the viewer's attention first.
- **Focal points** are areas of interest the viewer's eyes skip to.
- **Harmony** in visual design means that all parts of the visual image relate to and complement each other.
- **Movement** is the path the viewer's eyes follow through the design, from one focal point to another.
- **Proportion** is the feeling of unity created when all parts of a design (shapes, sizes, and amounts) relate well to each other.
- **Scale** is the size of something compared to the world in general. Artwork can be miniature, small, life-size, larger than life, or monumental!
- **Variety** is the use of different elements of design to hold the viewer's attention and guide the viewer's eye through and around the artwork.

Understanding these principles of design can help you create an effective product.

ACTIVITY ONE: PRINCIPLES OF DESIGN – EMPHASIS AND CONTRAST



This video shows several design elements. Have students view it:

Topic: Adobe Education – Emphasis and Contrast
Length: 4 minutes
Link: https://youtu.be/KjAARYTTxHk

ACTIVITY TWO: READY, SET... LET'S GO TO CANVA!

Students will watch the video below:

Topic: Canva for Beginners
Length: 3 minutes and 57 seconds
Link: https://youtu.be/V9LtRF6EbyY

Once the video is complete, have students follow the instructions on the next page.

COACHES NOTE:

If the student is not logged in, they may see a popup at times, encouraging them to login to save work. They can click the X on the popup, and it will disappear. If the word 'Pro' appears on a feature, that feature is only available with a paid subscription.

DIGITAL DESIGN: Week 2

COACHES NOTES

- Digital Design Learning Term of the Week:
  - Body Copy: The main text in a print or digital publication. It can be paragraphs, sentences or other text.

- Digital Design Question of the Week:
  - Can you become a Canva Designer? Yes! Many busy business owners would rather hire an expert to handle their social media, marketing campaigns and digital ads. The key to becoming a Canva Designer is to learn how to use the platform and begin to build an online portfolio so you can showcase your designs.

- STEAM Word of the Week:
  - Aspect Ratio: A mathematical parameter that describes the relationship between the adjacent sides of mechanical objects. In design, aspect ratio is the ratio of the width to the height of a rectangle, and refers to a picture or a screen.

ACTIVITY TWO: READY, SET... LET'S GO TO CANVA!

1. Access Canva at www.canva.com
2. On the Canva toolbar, click "Presentations" (a blank page will appear, and the toolbar will be on the left side)
3. Have students select the Template Theme and explore the templates.
4. Click on the blank template "Your Title Here"
5. A blank slide will appear in the window.
6. On the taskbar on the left side, have students select the "Elements" tab, then let them explore, then select the "Square." Coaches Note: If the square is not present, have the student type Square in the search area.
7. The square will appear in the middle of the slide in the window.
8. Next, select the "Photos" tab and select any photo. The photo will appear in the middle on top of the square.
9. Then move the square. Canva is a 'drag and drop' platform. Click on the square and drag it to the left.
10. Next, have students click on Backgrounds, then have them explore, then select an orange background.
11. To remove any feature, click it, and when the border appears, click the "Trash Can" in the upper right-hand corner, or hit Delete on the keyboard.

Have students explore other features as time permits.

DESIGNING
AN INVITATION IN CANVA

Let us continue exploring Canva. An invitation to an event is one of the many things that a digital designer can create. Today you are creating your first digital product.

- **Age Group:** 11-18
- **Skill Level:** Beginner
- **STEAM:** Visual Arts, Technology
- **Adult Helper:** As needed
- **Learning Objective:** To have students use design elements to create an invitation in Canva.

At the end of this module, students will be able to:

- Design an invitation in Canva using design elements.
- List three elements of an invitation.

Activity One 35 minutes
Lesson 20 minutes
Coaches Notes 10 minutes

Here is what you need:
Computer, tablet, or laptop

Elements of an Invitation

Start With: All invitations should include the following information:

- Event name, such as birthday party, wedding, graduation, etc.
- Date
- Time
- Location/address
- Response deadline

Key Elements to Remember

In addition to what needs to be included on an invitation, you must consider the design elements:

Font
When designing an invitation, choosing the right font size is important. If the font is too small, then the information will be hard to read. If the font is too large or fancy, it will take away from the design and message.

Image/graphic
Selecting the image or graphic is important, as it should tie into the overall theme of the design as well as be appropriate for the occasion.

Color
Color can set the mood and tone of an invitation. Did you know that colors have meanings? Color creates visual impact, and is the first design element your viewer will notice.

There is science behind the use of color: "the psychology of color." Colors have different emotional symbolism.

- Red: generally associated with power, passion, or energy.
- Orange: joy and enthusiasm. It's a great choice for positive messaging.

- Yellow: happiness and intellect. Be careful not to overuse.
- Green: often connected to growth or ambition, green can help give the sense that your brand is on the rise.
- Blue: tranquility and confidence, depending on the shade – lighter shades create a sense of peace; darker shades are more confident.
- Purple: luxury or creativity – but use sparingly.
- Black: power and mystery. As a "neutral" color, it pairs well with other colors.
- White: safety and innocence, often used for "negative" (empty) space in designs.

Layout

Once you have decided on the font and image, the next design element to think about is the layout. Research has shown that most people read digital content on their mobile phones. Keep that in mind when developing digital products!

Placement

Placement is how you arrange the elements in your design. Think about where text and images should be placed to make sure they can easily be viewed and understood. Remember, design is about finding that balance.

COACHES NOTES

Starting with this project, a student needs to have a Canva account. The minimum age for creating a Canva account is 16. Please have students obtain permission from a parent or guardian BEFORE creating the account.

For students 15 and younger, an adult helper would need to create the account and provide the login information.

Please use the FREE Canva account. To create an account, an email address is needed. Please click “Sign Up" and follow the steps.

DIGITAL DESIGN: Week 3

ACTIVITY ONE: LET'S CREATE AN INVITATION

Students will make a party invitation for a Digital Design Showcase.

Students need to include the following information:

- Event Name: Be Creative!
- Date:
- Time:
- Location: Please do not use a street address for this assignment. "House," "Backyard," "Living Room," etc. will suffice for an address. Students can still add city, state, and zip code.
- R.S.V.P. Date – This is the date you want guests to respond by.

How to make an invitation

- Go to Canva.
- Click on “Design,” then under “Cards and Invitations,” select “Invitation.”
- Select “Create Your Own.” A new window will display. The templates will appear on the left side, and a blank template in the middle. Students can preselect a template and make changes, or create their own.
- Remember all elements can be changed by selecting the element and either replacing or deleting.
- Add images.
- Add text.
- You can add additional design elements if you desire.

COACHES NOTES

- Digital Design Learning Term of the Week:
  - Bold: A heavy weight of a typeface, often used for emphasis.
- Digital Design Question of the Week:
  - What other elements of design do you need to be aware of when designing a product with text? As stated, the text typeface is important, but equally important is how you word things. Words take on a whole new meaning when you use Boldface or ALL CAPS. Watch out -- using all caps might make users think you are shouting at them! Using all caps is great for certain things but should not be used all the time. Make sure your message is short and to the point.
- STEAM Word of the Week:
  - Brackets: In chemistry, when you write a chemical formula for a compound that has more than one complex ion, you must put a bracket around each complex ion to show how many of them there are in the compound. In digital design, a bracket is a curved connection between the stem and serif of some fonts.

To name the file

- In the upper right corner, click in the area that says “Untitled Design” and write a new name for the file.
- Canva will automatically “Save” your work.

DESIGNING A LOGO

Most companies, large or small, have a logo. Today you will venture into the world of entrepreneurship. You mastered the art of designing an invitation, so now you are ready to design a logo!

- **Age Group:** 11-18
- **Skill Level:** Beginner
- **STEAM:** Visual Arts, Technology
- **Adult Helper:** As needed
- **Learning Objective:** To have students use design elements to create a logo in Canva and to gain a better understanding of why logos are a vital part of brand identity in business.

At the end of this module, students will be able to:

- Design a company logo in Canva using design elements.
- Define what a logo is and how it is used.

Activity One 10 minutes
Activity Two 20 minutes
Lesson 20 minutes
Coaches Notes 10 minutes

Here is what you need:
Computer, tablet, or laptop

DIGITAL DESIGN: Week 4

What is a Logo?

Logos are symbols made of text and images that help you identify brands. Think: Nike, McDonald's, and Amazon. Those are just a few companies that have logos that are recognized worldwide.

What makes a good logo?

There are five characteristics of a good logo:

- Simple – like the Nike Swoosh
- Relevant – like a target for Target
- Memorable – like the Amazon smile
- Timeless – the McDonald's and Coca-Cola logos don't *look* old
- Versatile – the Apple logo works in black and white *and* in color

Color

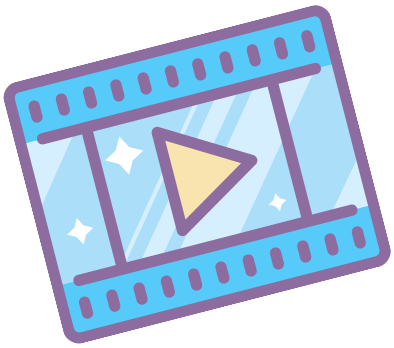
Color also plays a big part when creating a logo. Like we learned in our last lesson, there is a psychology to color, especially when used in branding and marketing. Remember, color is the visual element that gives strength and coherence to brands. Logo colors not only identify your company but also go deep into people's minds, so they can remember the brand and have a feeling about it long after they see the product.

COACHES NOTES: LOGO VARIATION

- Ask your student what their favorite brands are.
  - Do a google search of logos for those brands.
  - Ask your student if they see different versions and talk about why they may be different.
    - Logo variations are alternate versions of a logo. They are not very different from each other in terms of style. The major difference between them is in their shape.
      - A primary logo is the most complete and complex logo variation. Often, it contains a combination of text (brand name) and a unique illustration or icon. Primary logos are typically well-balanced horizontally and vertically.
      - A submark is a condensed and simplified logo variation. Typically, it contains just the brand icon or initials. Submarks are generally circular or square-shaped.
      - A favicon is the tiny icon that sits in the browser tab next to the title of your website. It typically contains just the icon from the primary logo.

DIGITAL DESIGN: Week 4

ACTIVITY ONE: VIDEO

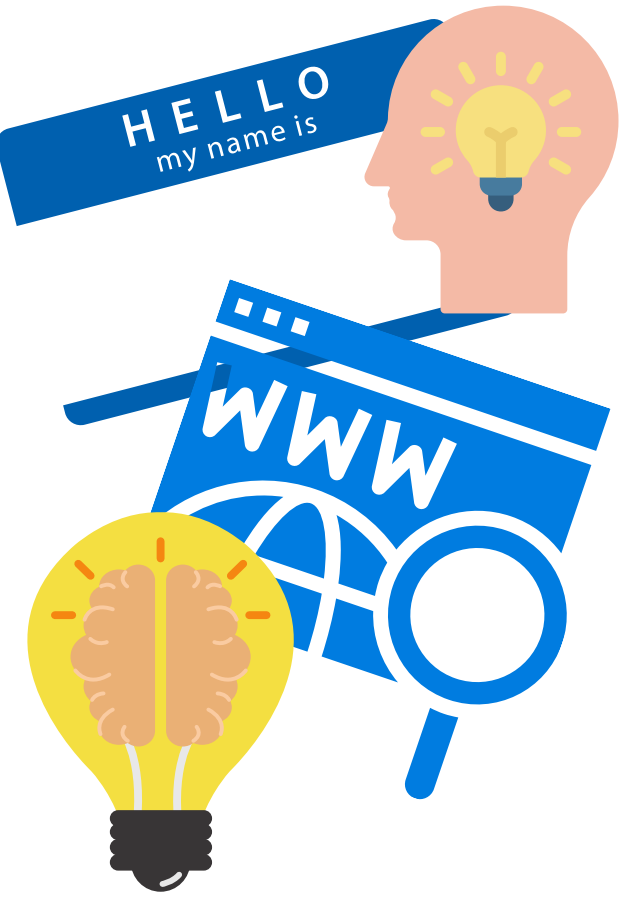


This video sums up what is needed when creating a logo. Have students watch the following video.

Topic: The Art of Logo Design- PBS Studios
Length: 6 minutes and 28 seconds
Link: https://youtu.be/x3jTSB2ez-g

A logo is based on the company's name, and represents its brand identity. So before you can create a logo, you need a name for your company. Having the right name is crucial in business. When you select a name and design a logo, think about how people should perceive your business.

What's in a Name?



We have all come across very questionable business names, such as names that don't seem to fit what the company does, or names that are hard to understand or remember. Don't choose a name that can limit your growth potential – for example, an international company probably shouldn't be named after a city. The name of your company should reflect the focus of your business and give the consumer an idea of the "personality" of your business.

Have students think of a name for their business. The student's business will be the focus of the remaining projects.

ACTIVITY TWO: CREATING A LOGO IN CANVA

Students will design a logo for their new business. Students should keep in mind the five characteristics of a good logo.

How to design a logo

- Login to Canva.
- Click on “Design," then under "Marketing," select "Logos."
- Select “Create Logo.” A new window will display. The templates will appear on the left side, and a blank template in the middle. Students can preselect a template and make changes, or create their own.
- Remember all elements can be changed by selecting the element and either replacing or deleting.
- Coaches note: If students want to try their hand at selecting a template, then editing, please allow.
- Add images.
- Add text.
- You can add additional design elements if you desire.

COACHES NOTE:

For this project, a student needs a Canva account. The minimum age for creating a Canva account is 16. Please have students obtain permission from a parent or guardian BEFORE creating the account.

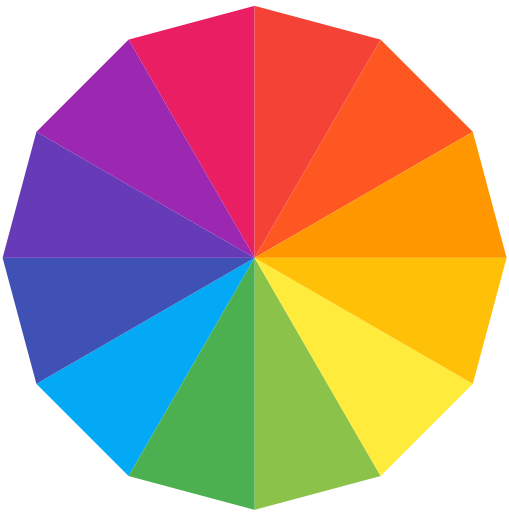
For students 15 and younger, an adult helper would need to create the account and provide the login information.

Please use the FREE Canva account. To create an account, an email address is needed. Please click “Sign Up" and follow the steps.

To name the file

- In the upper right corner, click in the area that says “Untitled Design” and write a new name for the file.
- Canva will automatically “Save” your work.

DIGITAL DESIGN: Week 4



COACHES NOTES

- Digital Design Learning Term of the Week:
  - Complementary colors: The colors that sit directly opposite each other on the color wheel. Examples of complementary colors are red and green, blue and orange, and purple and yellow.

- Digital Design Question of the Week:
  - Why shouldn't my business name be too specific?

- Did you know:
  - Google was first named BackRub! Can you imagine doing a "BackRub search"? Your business's name is a major part of your brand. A good business name helps you stand out from the competition and build a strong reputation. Names that are too specific (like including location in the name) have a hard time making you stand out from the competition.

- STEAM Word of the Week:
  - Contrast: In statistics (math), contrast is a combination of averages whose coefficients add up to zero, or the difference between two means. Contrast in design is the difference in color and light between parts of an image.

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