

INTRODUCTION TO MULTIMEDIA ART & DESIGN

Multimedia Foundations - Identity - Typography - Pattern - Digital Quilt - Portfolio

UNIT DESCRIPTION

Unit 1 is a month-long studio pathway introducing how artists combine analog and digital media. Students begin with multimedia vocabulary, Elements of Art, digital layers, and mixed-media experimentation; develop personal identity through visual language; use typography to create an identity poster; then explore pattern, build a digital quilt, and curate a final portfolio. The notebook is organized as one continuous sequence of numbered activities with no weekly or daily labels.

1-5	MULTIMEDIA FOUNDATIONS	Visual language, Elements of Art, digital workflow, analog + digital media, mini portfolio
6-10	IDENTITY + VISUAL LANGUAGE	Symbols, color, shape, texture, source imagery, analog and digital identity compositions
11-15	TYPOGRAPHY + IDENTITY POSTER	Letterforms, hierarchy, layout, poster build, critique, artist statement
16-20	PATTERN + DIGITAL QUILT + PORTFOLIO	Motif, repeat, pattern tile, digital quilt, critique, final portfolio

UNIT GOALS

- Combine handmade and digital media intentionally.
- Use the Elements of Art and design principles to organize visual communication.
- Develop personal visual language and artistic voice.
- Use typography and hierarchy to communicate identity.
- Create pattern and repetition with controlled variation.
- Document process, critique work, revise, and curate a portfolio.

STUDENT NAME _____ CLASS / PERIOD _____

1 - Multimedia Vocabulary + Media Combination Brainstorm

TODAY'S GOAL

Build the visual language of multimedia art and begin thinking about how handmade and digital processes can work together.

DAILY VOCAB

multimedia • mixed media • digital media • composition • layer • texture • contrast • hierarchy

WHAT YOU WILL DO

- 1 Define all eight vocabulary terms in your own words. Explain how each term functions in art or design rather than copying a dictionary definition.
- 2 Add a quick visual example, symbol, or memory cue beside each term.
- 3 List three specific ways an artist could combine traditional and digital media. Name both the handmade material and digital process.
- 4 Choose one combination and sketch how the media could interact in one composition.
- 5 Star the idea you would most like to test and explain what makes it visually interesting.

STUDENT WORKSPACE - USE THE REMAINING PAGE

Vocabulary notes, three media-combination ideas, and one planning sketch.

EXIT REFLECTION

Which media combination seems most useful for communicating an idea, and why?

2 - Elements & Media Hunt + Visual Evidence Log

TODAY'S GOAL

Identify the Elements of Art in real visual examples and connect each element to the medium that creates it.

DAILY VOCAB

line • shape • color • texture • value • space • form • medium

WHAT YOU WILL DO

- 1 Review line, shape, color, texture, value, space, and form.
- 2 Find clear examples in classroom objects, images, artworks, or design samples.
- 3 Record the object/image and identify the element. Describe exactly where the visual evidence appears.
- 4 Identify the material or medium used in each example.
- 5 Explain what visual effect the medium creates, such as roughness, transparency, sharp contrast, depth, or repetition.

STUDENT WORKSPACE - USE THE REMAINING PAGE

Elements & Media Hunt log: example, element, evidence, medium, and visual effect.

EXIT REFLECTION

Which element was easiest to find, and which medium changed an element most noticeably?

3 - Digital Design Basics + Layer & Composition Check

TODAY'S GOAL

Practice a basic digital workflow while learning how layers and design principles organize a composition.

DAILY VOCAB

layer • composition • hierarchy • alignment • contrast • readability • background

WHAT YOU WILL DO

- 1 Open the teacher-approved digital design tool and create a new composition.
- 2 Build with at least four editable parts: image, shape, text, and background.
- 3 Record the tools used to add, move, resize, crop, arrange, or edit the parts.
- 4 Check hierarchy, alignment, contrast, and readability. Decide what the viewer notices first, second, and third.
- 5 Make one intentional revision and explain why the revised version works better.

STUDENT WORKSPACE - USE THE REMAINING PAGE

Layer/tool log, quick composition plan, and before/after revision notes.

EXIT REFLECTION

What one digital change improved your design the most?

4 - Analog + Digital Experiment + Process Comparison

TODAY'S GOAL

Move one handmade element into a digital composition and evaluate how the medium changes the work.

DAILY VOCAB

analog • digital • mixed media • scan • photograph • layer • integration

WHAT YOU WILL DO

- 1 Create a small hand-drawn or collage element that is strong enough to become part of a finished design.
- 2 Photograph or scan it carefully. Check focus, lighting, crop, and background.
- 3 Import the handmade image into a digital composition on its own editable layer/object.
- 4 Combine it with digital image, shape, text, color, or background choices. Adjust scale, placement, crop, and contrast.
- 5 Compare the handmade and digital stages. Record what changed, and what was gained or lost.

STUDENT WORKSPACE - USE THE REMAINING PAGE

Analog sketch/idea, transfer notes, digital changes, and process comparison.

EXIT REFLECTION

What changed most when the handmade element became part of a digital design?

5 - Multimedia Foundations Mini Portfolio

TODAY'S GOAL

Refine and present a three-piece introductory collection showing digital, analog, and combined-media work.

DAILY VOCAB

craftsmanship • composition • mixed media • refine • visual communication • reflection

WHAT YOU WILL DO

- 1 Review your introductory experiments and choose one digital experiment, one analog experiment, and one combined mixed-media composition.
- 2 Refine the combined piece by checking placement, hierarchy, contrast, craftsmanship, and how well the media work together.
- 3 Give each piece a short title and identify the media/process used.
- 4 Arrange the three works so the collection is easy to view and compare.
- 5 Write a short reflection explaining which medium communicated your idea most effectively and why.

STUDENT WORKSPACE - USE THE REMAINING PAGE

Portfolio checklist, titles/media, refinement notes, and reflection.

EXIT REFLECTION

Which piece best shows your current strengths as a multimedia artist?

6 - Identity Brainstorm: Symbols, Interests + Experiences

TODAY'S GOAL

Generate meaningful visual material that communicates aspects of personal identity without relying only on literal portraits.

DAILY VOCAB

identity • symbol • association • personal narrative • visual language • brainstorm

WHAT YOU WILL DO

- 1 Brainstorm categories that can communicate identity: interests, places, memories, routines, objects, values, communities, colors, patterns, and experiences.
- 2 Choose at least eight ideas and pair each with a possible visual symbol or image.
- 3 Avoid the first obvious symbol when possible. Generate a second, more personal option for at least three ideas.
- 4 Circle four ideas that feel visually strong and appropriate to develop in artwork.
- 5 Write one sentence describing what you want a viewer to understand about you from these choices.

STUDENT WORKSPACE - USE THE REMAINING PAGE

Identity map with words, symbols, quick sketches, and four selected ideas.

EXIT REFLECTION

Which symbol feels most personal rather than generic, and why?

7 - Personal Visual Language: Color, Shape + Texture

TODAY'S GOAL

Build a personal visual language by connecting color, shape, and texture choices to meaning.

DAILY VOCAB

visual language • palette • shape language • texture • mood • association

WHAT YOU WILL DO

- 1 Choose 3-5 colors that connect to your identity concept. Record the mood or association of each.
- 2 Create several shape experiments: geometric, organic, sharp, soft, repeated, or irregular.
- 3 Create or collect three texture ideas that could be handmade, photographed, scanned, or digitally simulated.
- 4 Combine color, shape, and texture in three small visual studies.
- 5 Select the study whose visual choices best support the identity idea and explain why.

STUDENT WORKSPACE - USE THE REMAINING PAGE

Palette tests, shape language, texture samples, and three small studies.

EXIT REFLECTION

Which visual choice communicates mood before the viewer reads any words?

8 - Identity Image Collection + Source Material

TODAY'S GOAL

Create or gather strong source material for an original identity-based multimedia design.

DAILY VOCAB

source image • original imagery • crop • viewpoint • copyright awareness • selection

WHAT YOU WILL DO

- 1 Make a shot/source list of objects, places, textures, drawings, or personal imagery connected to your identity concept.
- 2 Create original photographs or drawings for at least five source images whenever possible.
- 3 Test different crops, viewpoints, distances, or lighting so you have options rather than one version of each idea.
- 4 Review the images for focus, visual interest, and relevance to your concept.
- 5 Select the strongest 4-6 sources and note how each might be used in a layered composition.

STUDENT WORKSPACE - USE THE REMAINING PAGE

Source-material plan, thumbnails, selection notes, and intended use for each source.

EXIT REFLECTION

Which source image has the strongest connection to your concept, and what makes it visually useful?

9 - Identity Collage: Analog Composition

TODAY'S GOAL

Create an analog identity collage that uses arrangement and material choices to communicate meaning.

DAILY VOCAB

collage • juxtaposition • overlap • scale • focal point • craftsmanship

WHAT YOU WILL DO

- 1 Choose printed imagery, drawings, textures, papers, and/or text fragments connected to your identity concept.
- 2 Before gluing, test at least three arrangements by changing scale, overlap, crop, and placement.
- 3 Choose a clear focal point and make supporting elements lead the eye toward or around it.
- 4 Assemble the strongest arrangement with careful cutting, gluing, edges, and craftsmanship.
- 5 Photograph or scan the finished analog collage for later digital use.

STUDENT WORKSPACE - USE THE REMAINING PAGE

Three composition thumbnails plus notes about focal point, overlap, scale, and final choices.

EXIT REFLECTION

How did changing scale or overlap affect the meaning of your collage?

10 - Digital Identity Composition + Reflection

TODAY'S GOAL

Translate identity source material into a refined digital composition while preserving personal visual language.

DAILY VOCAB

digital collage • layer • mask/crop • hierarchy • contrast • artistic voice

WHAT YOU WILL DO

- 1 Import your strongest original images, analog collage, textures, or drawings into the digital design tool.
- 2 Build the composition with separate editable layers/objects. Use crop, scale, transparency, placement, and contrast intentionally.
- 3 Apply your chosen color, shape, and texture language so the design feels connected to your concept.
- 4 Check hierarchy and readability. Remove elements that are decorative but do not support meaning.
- 5 Export/save the refined composition and write a reflection explaining three choices that communicate identity.

STUDENT WORKSPACE - USE THE REMAINING PAGE

Digital layer plan, revision checklist, and three-choice reflection.

EXIT REFLECTION

Which choice most clearly shows your artistic voice?

11 - Typography Vocabulary + Letterform Investigation

TODAY'S GOAL

Learn typography vocabulary and investigate how letterform choices change mood and meaning.

DAILY VOCAB

typography • typeface • font • serif • sans serif • weight • tracking • leading

WHAT YOU WILL DO

- 1 Define the typography terms in your own words and create a quick visual cue for each.
- 2 Compare several typefaces. Describe how serif/sans serif, weight, width, and spacing change the personality of the text.
- 3 Write your name or identity word in at least six different typographic treatments.
- 4 Annotate each version with 2-3 mood words such as formal, playful, bold, quiet, mechanical, elegant, or energetic.
- 5 Circle two treatments that fit your identity concept and explain the match.

STUDENT WORKSPACE - USE THE REMAINING PAGE

Vocabulary, six lettering/type experiments, mood words, and two selections.

EXIT REFLECTION

How can typography communicate personality before the viewer reads the word?

12 - Type Hierarchy + Layout Thumbnails

TODAY'S GOAL

Plan an identity poster using type hierarchy, alignment, and spacing before building digitally.

DAILY VOCAB

type hierarchy • headline • subhead • body text • alignment • scale • spacing

WHAT YOU WILL DO

- 1 Decide the required text for the poster: main identity word/name, supporting phrase, and any secondary information assigned by the teacher.
- 2 Create at least five small layout thumbnails. Change text scale, alignment, image placement, and negative space.
- 3 In every thumbnail, make the reading order clear: what is first, second, and third?
- 4 Compare the five options for balance, hierarchy, and connection to your identity visual language.
- 5 Star the strongest layout and label the typeface direction, palette, imagery, and focal point you plan to use.

STUDENT WORKSPACE - USE THE REMAINING PAGE

Five poster thumbnails with hierarchy arrows and a selected design plan.

EXIT REFLECTION

Which layout creates the clearest reading order, and how?

13 - Identity Poster: Digital Build

TODAY'S GOAL

Build the first complete digital version of an identity poster from the selected thumbnail.

DAILY VOCAB

poster • grid • alignment • hierarchy • layer • contrast • focal point

WHAT YOU WILL DO

- 1 Set up the poster document at the teacher-assigned size and orientation.
- 2 Place the main text first and establish hierarchy using scale, weight, spacing, and alignment.
- 3 Add selected identity imagery, textures, shapes, or collage elements on separate editable layers/objects.
- 4 Use a consistent palette and align elements deliberately rather than placing them randomly.
- 5 Export or save a first draft and record one area that needs stronger hierarchy, contrast, or visual unity.

STUDENT WORKSPACE - USE THE REMAINING PAGE

Poster build checklist, layer plan, and first-draft revision note.

EXIT REFLECTION

What should the viewer notice first, and does the current poster accomplish that?

14 - Poster Critique + Revision

TODAY'S GOAL

Use specific peer feedback and self-critique to strengthen the identity poster.

DAILY VOCAB

critique • T.A.G. • readability • unity • revision • evidence

WHAT YOU WILL DO

- 1 Display the poster without explaining it. Ask a partner what they notice first and what identity/mood they infer.
- 2 Complete T.A.G. feedback: Tell a specific strength, Ask a useful question, Give a specific suggestion.
- 3 Self-check readability, hierarchy, alignment, contrast, image quality, craftsmanship, and unity.
- 4 Choose at least two revisions supported by visual evidence rather than changing things randomly.
- 5 Make the revisions and record what changed and how the new version improved.

STUDENT WORKSPACE - USE THE REMAINING PAGE

T.A.G. notes, self-check, two revision actions, and before/after evidence.

EXIT REFLECTION

Which revision made the biggest improvement to communication or readability?

15 - Final Identity Poster + Artist Statement

TODAY'S GOAL

Finalize the identity poster and explain how visual and typographic choices communicate personal meaning.

DAILY VOCAB

artist statement • intent • visual evidence • typography • artistic voice • reflection

WHAT YOU WILL DO

- 1 Complete final technical checks: spelling, image quality, crop, alignment, spacing, contrast, and export settings.
- 2 Finalize and export the poster using the teacher-required file format/name.
- 3 Write a short artist statement explaining the identity idea, key imagery/symbols, color/texture choices, and typography choices.
- 4 Use specific visual evidence rather than saying only that you like a choice.
- 5 Prepare the poster and statement for display, critique, or portfolio submission.

STUDENT WORKSPACE - USE THE REMAINING PAGE

Final checklist and artist-statement drafting area.

EXIT REFLECTION

What is the most intentional choice in your poster, and what does it communicate?

16 - Pattern Foundations: Motif + Repeat

TODAY'S GOAL

Develop original motifs and understand how repetition creates visual rhythm.

DAILY VOCAB

pattern • motif • repeat • rotation • reflection • scale • rhythm

WHAT YOU WILL DO

- 1 Define motif, pattern, repeat, rotation, reflection, scale, and rhythm in your own words.
- 2 Draw at least six small motif ideas based on shapes, symbols, textures, or imagery developed earlier in the unit.
- 3 Select two motifs and test repetition by changing spacing, rotation, reflection, and scale.
- 4 Create three small pattern studies that feel clearly different from one another.
- 5 Choose the strongest pattern direction and explain what creates its rhythm.

STUDENT WORKSPACE - USE THE REMAINING PAGE

Six motif sketches and three repeat-pattern studies.

EXIT REFLECTION

Which repeat method created the strongest rhythm?

17 - Pattern Tile: Analog to Digital

TODAY'S GOAL

Turn a handmade motif or pattern tile into a repeatable digital design.

DAILY VOCAB

tile • seamless repeat • crop • alignment • digitize • iteration

WHAT YOU WILL DO

- 1 Create a clean handmade motif or small pattern tile with strong edges and intentional spacing.
- 2 Photograph or scan it carefully so the image is flat, focused, and evenly lit.
- 3 Import the tile into the digital tool and clean/crop it as needed.
- 4 Duplicate the tile to test a repeat. Check for awkward gaps, accidental tangencies, or obvious seams.
- 5 Make at least two iterations by adjusting scale, spacing, rotation, color, or arrangement.

STUDENT WORKSPACE - USE THE REMAINING PAGE

Analog tile plan, repeat test, seam/gap notes, and two digital iterations.

EXIT REFLECTION

What did you change to make the repeat feel more intentional?

18 - Digital Quilt Planning: Grid + Variation

TODAY'S GOAL

Plan a digital quilt that balances repeated modules with purposeful variation.

DAILY VOCAB

grid • module • variation • unity • contrast • sequence • digital quilt

WHAT YOU WILL DO

- 1 Choose the pattern tiles, motifs, colors, and textures that will become modules in your digital quilt.
- 2 Draw a simple grid and plan where modules will repeat, rotate, reflect, or change color/scale.
- 3 Create at least three small quilt-layout thumbnails. Each should use repetition and variation differently.
- 4 Check unity: the parts should belong together. Check contrast: enough differences should keep the design active.
- 5 Select one layout and label the rules you will follow during the digital build.

STUDENT WORKSPACE - USE THE REMAINING PAGE

Three quilt thumbnails, grid plan, module key, and repetition/variation rules.

EXIT REFLECTION

How will your design stay unified without becoming repetitive or boring?

19 - Digital Quilt Build + Critique

TODAY'S GOAL

Build and refine a digital quilt using a planned grid, repeated modules, and controlled variation.

DAILY VOCAB

module • grid • repetition • variation • unity • craftsmanship • critique

WHAT YOU WILL DO

- 1 Create the digital grid at the teacher-assigned size.
- 2 Place your modules according to the selected plan. Use alignment tools when available so spacing feels intentional.
- 3 Introduce variation through rotation, reflection, color, scale, or motif changes without losing unity.
- 4 Pause for a peer check. Ask whether the eye moves through the design and whether any area feels too empty, busy, or accidental.
- 5 Make at least two refinements and save/export the revised quilt.

STUDENT WORKSPACE - USE THE REMAINING PAGE

Build checklist, peer feedback, and two specific refinements.

EXIT REFLECTION

Where does the strongest visual rhythm occur in your quilt?

20 - Unit 1 Portfolio + Final Reflection

TODAY'S GOAL

Curate Unit 1 work into a portfolio that demonstrates process, technical growth, visual communication, and artistic voice.

DAILY VOCAB

portfolio • curation • process • craftsmanship • artistic voice • reflection

WHAT YOU WILL DO

- 1 Gather the major Unit 1 work and process evidence: multimedia experiments, identity work, typography/poster work, pattern studies, and digital quilt.
- 2 Choose the strongest finished pieces plus selected process work that shows meaningful development or revision.
- 3 Arrange the portfolio in a clear order. Add titles and media/process information where required.
- 4 Complete a final quality check for craftsmanship, image/export quality, readability, and completeness.
- 5 Write a final reflection describing one major skill gained, one work that best represents your artistic voice, one revision that improved a piece, and one goal for the next unit.

STUDENT WORKSPACE - USE THE REMAINING PAGE

Portfolio checklist, selected-work list, order/sequence plan, and final reflection.

EXIT REFLECTION

Which piece best represents your growth across Unit 1, and what specific evidence proves it?