

UNIT 2

PERSONAL IDENTITY & VISUAL DESIGN



OCTOBER • 20 ACTIVITIES • OPEN WORKSPACE

This unit is a continuous studio pathway built from the weekly course structures. Students learn skills, plan ideas, create projects, document choices, revise with feedback, and finish with a portfolio-ready result.

UNIT PATHWAY

1-5

Identity Brainstorm • Symbol Research • Personal Color Palette

6-10

Identity Map Composition Notes • Identity Map Thumbnail Sketches • Digital Identity Map Build Log

11-15

Quote Selection & Intent Notes • Typography Hierarchy Tests • Poster Layout Thumbnails

16-20

Pattern & Geometry Notes • Digital Pattern Vector Build • Digital Quilt Panel Draft

UNIT GOALS

- Use art and design vocabulary correctly.
- Practice techniques safely and independently.
- Plan, create, critique, revise, and reflect.
- Save clear evidence of process and finished work.

STUDENT NAME

CLASS / PERIOD

1 - Identity Brainstorm + Symbol Inventory

TODAY'S GOAL

Complete identity brainstorm and personal symbol inventory as the next step in the unit project.

DAILY VOCAB

identity • brainstorm • personal • symbol • inventory • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for identity brainstorm.
- 2 List interests, values, places, memories, and communities that shape your identity.
- 3 Record choices, tests, tools, or evidence connected to identity brainstorm.
- 4 Translate at least eight ideas into simple visual symbols and circle the four strongest choices.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION
What did you improve during personal symbol inventory, and what will you do next?

2 - Symbol Research + Meaning Check

TODAY'S GOAL

Complete symbol research and meaning check as the next step in the unit project.

DAILY VOCAB

symbol • research • meaning • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for symbol research.
- 2 Study how artists and designers use symbols to communicate identity.
- 3 Record choices, tests, tools, or evidence connected to symbol research.
- 4 Check that each selected symbol communicates your intended meaning and is school appropriate.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during meaning check, and what will you do next?

3 - Personal Palette + Mood Test

TODAY'S GOAL

Complete personal color palette and mood test as the next step in the unit project.

DAILY VOCAB

personal • color • palette • mood • test • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for personal color palette.
- 2 Build a 4-6 color palette connected to your identity and record each color association.
- 3 Record choices, tests, tools, or evidence connected to personal color palette.
- 4 Test the palette with your symbols and revise colors that do not create the intended mood.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during mood test, and what will you do next?

4 - Shape Language + Texture Collection

TODAY'S GOAL

Complete shape language studies and texture collection as the next step in the unit project.

DAILY VOCAB

shape • language • studies • texture • collection • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for shape language studies.
- 2 Explore geometric, organic, sharp, soft, repeated, and irregular shapes.
- 3 Record choices, tests, tools, or evidence connected to shape language studies.
- 4 Create or collect textures that support the personality and mood of your identity design.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during texture collection, and what will you do next?

5 - Identity Style Board + Week Reflection

TODAY'S GOAL

Complete identity style board and week reflection as the next step in the unit project.

DAILY VOCAB

identity • style • board • reflection • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for identity style board.
- 2 Combine symbols, palette, shapes, textures, and source images into one organized style board.
- 3 Record choices, tests, tools, or evidence connected to identity style board.
- 4 Explain which visual choices communicate your identity most clearly and what you will develop next.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during week reflection, and what will you do next?

6 - Identity Map Composition Notes + Hierarchy Planning

TODAY'S GOAL

Complete identity map composition notes and hierarchy planning as the next step in the unit project.

DAILY VOCAB

identity • map • composition • notes • hierarchy • planning • visual • reference

REFERENCE: Composition & Visual Hierarchy Reference

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for identity map composition notes.
- 2 Review balance, focal point, scale, repetition, alignment, and negative space. Identify how each can organize an identity map.
- 3 Record choices, tests, tools, or evidence connected to identity map composition notes.
- 4 Rank the information in your map from most important to least important and plan how size and placement will show that hierarchy.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during hierarchy planning, and what will you do next?

7 - Identity Map Thumbnail Sketches + Best Layout Selection

TODAY'S GOAL

Complete identity map thumbnail sketches and best layout selection as the next step in the unit project.

DAILY VOCAB

identity • map • thumbnail • sketches • best • layout • selection • guidelines

REFERENCE: Identity Map Project Guidelines

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for identity map thumbnail sketches.
- 2 Create at least three different small composition sketches for your identity map.
- 3 Record choices, tests, tools, or evidence connected to identity map thumbnail sketches.
- 4 Circle the strongest layout and explain why its visual flow and balance are most successful.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during best layout selection, and what will you do next?

8 - Digital Identity Map Build Log + Layer Organization Check

TODAY'S GOAL

Complete digital identity map build log and layer organization check as the next step in the unit project.

DAILY VOCAB

digital • identity • map • layer • organization • adobe • express • layout

REFERENCE: Adobe Express / Digital Layout Demo

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for digital identity map build log.
- 2 Begin the digital identity map using your symbols, palette, text, and pattern. Record the tools and layers you use.
- 3 Record choices, tests, tools, or evidence connected to digital identity map build log.
- 4 Check that files and layers are organized and that the focal point is immediately clear.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during layer organization check, and what will you do next?

9 - Identity Map Refinement + Peer Symbol Check

TODAY'S GOAL

Complete identity map refinement and peer symbol check as the next step in the unit project.

DAILY VOCAB

identity • map • refinement • peer • symbol • critique • guide

REFERENCE: T.A.G. Critique Guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for identity map refinement.
- 2 Refine spacing, alignment, scale, color consistency, and visual hierarchy.
- 3 Record choices, tests, tools, or evidence connected to identity map refinement.
- 4 Ask a partner to identify the three most important ideas in your map. Record what they understood and what needs clarification. T - Tell A - Ask G - Give
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during peer symbol check, and what will you do next?

10 - Identity Map Final Export + Identity Map Artist Statement

TODAY'S GOAL

Complete identity map final export and identity map artist statement as the next step in the unit project.

DAILY VOCAB

identity • map • export • artist • statement • guide

REFERENCE: Identity Map Submission Guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for identity map final export.
- 2 Export the finished identity map using the required file name and format after completing a final craftsmanship check.
- 3 Record choices, tests, tools, or evidence connected to identity map final export.
- 4 Write a 3-5 sentence artist statement explaining your strongest symbols, palette, and composition choices.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during identity map artist statement, and what will you do next?

11 - Quote Selection & Intent Notes + Keyword Emphasis Plan

TODAY'S GOAL

Complete quote selection & intent notes and keyword emphasis plan as the next step in the unit project.

DAILY VOCAB

quote • selection • intent • notes • keyword • emphasis • plan • typography

REFERENCE: Typography & Poster Design Reference

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for quote selection & intent notes.
- 2 Select a short school-appropriate quote or phrase connected to your goals, values, or identity. Explain why you chose it.
- 3 Record choices, tests, tools, or evidence connected to quote selection & intent notes.
- 4 Underline the most important words and plan which should receive the strongest visual emphasis.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during keyword emphasis plan, and what will you do next?

12 - Typography Hierarchy Tests + Font Pairing Analysis

TODAY'S GOAL

Complete typography hierarchy tests and font pairing analysis as the next step in the unit project.

DAILY VOCAB

typography • hierarchy • tests • font • pairing • analysis • demo

REFERENCE: Typography Hierarchy Demo

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for typography hierarchy tests.
- 2 Test several ways to vary size, weight, spacing, capitalization, and alignment within your quote.
- 3 Record choices, tests, tools, or evidence connected to typography hierarchy tests.
- 4 Compare at least two font pairings and explain which better communicates the intended mood.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during font pairing analysis, and what will you do next?

13 - Poster Layout Thumbnails + Digital Build Plan

TODAY'S GOAL

Complete poster layout thumbnails and digital build plan as the next step in the unit project.

DAILY VOCAB

poster • layout • thumbnails • digital • plan • composition • examples

REFERENCE: Poster Composition Examples

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for poster layout thumbnails.
- 2 Create three layout thumbnails showing different relationships between quote, imagery, and negative space.
- 3 Record choices, tests, tools, or evidence connected to poster layout thumbnails.
- 4 Choose one thumbnail and list the digital assets, colors, and type treatments needed to build it.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during digital build plan, and what will you do next?

14 - Adobe Express Poster Build + T.A.G. Peer Feedback

TODAY'S GOAL

Complete adobe express poster build and t.a.g. peer feedback as the next step in the unit project.

DAILY VOCAB

adobe • express • poster • peer • feedback • demo • guide

REFERENCE: Adobe Express Poster Demo & T.A.G. Guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for adobe express poster build.
- 2 Build and refine the complete poster using your selected hierarchy, palette, and supporting imagery.
- 3 Record choices, tests, tools, or evidence connected to adobe express poster build.
- 4 Exchange posters with a partner and record Tell, Ask, Give feedback focused on readability and visual impact. T - Tell A - Ask G - Give
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during t.a.g. peer feedback, and what will you do next?

15 - Motivational Poster Submission + Poster Reflection

TODAY'S GOAL

Complete motivational poster submission and poster reflection as the next step in the unit project.

DAILY VOCAB

motivational • poster • reflection • guide

REFERENCE: Motivational Poster Submission Guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for motivational poster submission.
- 2 Submit the polished poster after checking spelling, alignment, image quality, contrast, and file format.
- 3 Record choices, tests, tools, or evidence connected to motivational poster submission.
- 4 Explain how typography and color work together to communicate the message of your quote.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during poster reflection, and what will you do next?

16 - Pattern & Geometry Notes + Quilt Grid Layout Plan

TODAY'S GOAL

Complete pattern & geometry notes and quilt grid layout plan as the next step in the unit project.

DAILY VOCAB

pattern • geometry • notes • quilt • grid • layout • plan • repetition

REFERENCE: Pattern, Repetition & Quilt Design Reference

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for pattern & geometry notes.
- 2 Identify repetition, rotation, reflection, rhythm, symmetry, and geometric structure in quilt and pattern examples.
- 3 Record choices, tests, tools, or evidence connected to pattern & geometry notes.
- 4 Plan a grid showing how your personal motifs and colors will repeat across the panel.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during quilt grid layout plan, and what will you do next?

17 - Digital Pattern Vector Build + Color Swatch Match

TODAY'S GOAL

Complete digital pattern vector build and color swatch match as the next step in the unit project.

DAILY VOCAB

digital • pattern • vector • color • swatch • match • demo

REFERENCE: Digital Pattern Demo

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for digital pattern vector build.
- 2 Create a repeatable motif or tile using symbols from your identity work. Test rotation, reflection, and scale.
- 3 Record choices, tests, tools, or evidence connected to digital pattern vector build.
- 4 Compare the pattern colors to your established identity palette and correct any inconsistent colors.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during color swatch match, and what will you do next?

18 - Digital Quilt Panel Draft + Visual Flow Check

TODAY'S GOAL

Complete digital quilt panel draft and visual flow check as the next step in the unit project.

DAILY VOCAB

digital • quilt • panel • draft • visual • flow • guidelines

REFERENCE: Digital Quilt Panel Guidelines

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for digital quilt panel draft.
- 2 Assemble the repeated pattern into a complete quilt-inspired composition with clear rhythm, borders, and focal movement.
- 3 Record choices, tests, tools, or evidence connected to digital quilt panel draft.
- 4 Trace the viewer's eye through the panel and identify one area that needs stronger unity or balance.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during visual flow check, and what will you do next?

19 - Portfolio Consistency Check + Revision Action Log

TODAY'S GOAL

Complete portfolio consistency check and revision action log as the next step in the unit project.

DAILY VOCAB

portfolio • consistency • revision • action • unit • checklist

REFERENCE: Unit 2 Portfolio Checklist

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for portfolio consistency check.
- 2 Place your Identity Map, Motivational Poster, and Quilt Panel side by side. Evaluate color, typography, symbols, craftsmanship, and presentation.
- 3 Record choices, tests, tools, or evidence connected to portfolio consistency check.
- 4 List the exact revision needed on each piece before final submission.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION
What did you improve during revision action log, and what will you do next?

20 - Final Identity Portfolio + Unit 2 Reflection

TODAY'S GOAL

Complete final identity portfolio and unit 2 reflection as the next step in the unit project.

DAILY VOCAB

identity • portfolio • unit • reflection • guide

REFERENCE: Unit 2 Portfolio Submission Guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for final identity portfolio.
- 2 Submit the three-piece Unit 2 portfolio using the required file naming and export format.
- 3 Record choices, tests, tools, or evidence connected to final identity portfolio.
- 4 Reflect on how your visual identity developed across the unit and identify the multimedia design skill that improved most.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during unit 2 reflection, and what will you do next?