

UNIT 7

SURFACE PATTERN & FABRIC PAINTING



MARCH • 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

Brand Strategy & Naming Notes • Logo Thumbnail Sketches • Digital Logo Build Log

6-10

Character Mascot Concept Notes • Three Character Mascots • Typographic Brand Art Sketch

11-15

Loyalty Card Layout Plan • Promotional Flyer Layout • Animated GIF Keyframe Timeline

16-20

Product Mock-Up Technique Notes • Product Concept Board • Peer Review Workshop (T.A.G.)

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 - Brand Strategy & Naming Notes + Target Audience Profile

TODAY'S GOAL

Complete brand strategy & naming notes and target audience profile as the next step in the unit project.

DAILY VOCAB

brand • strategy • naming • notes • target • audience • profile • identity

REFERENCE: Brand Identity Introduction

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for brand strategy & naming notes.
- 2 Develop a brand concept, purpose, personality, and possible names. Record the message you want the brand to communicate.
- 3 Record choices, tests, tools, or evidence connected to brand strategy & naming notes.
- 4 Define the intended audience using age/interests, needs, style preferences, and what should attract them to the brand.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during target audience profile, and what will you do next?

2 - Logo Thumbnail Sketches + Logo Scalability Check

TODAY'S GOAL

Complete logo thumbnail sketches and logo scalability check as the next step in the unit project.

DAILY VOCAB

logo • thumbnail • sketches • scalability • design • simplification • demo

REFERENCE: Logo Design & Simplification Demo

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for logo thumbnail sketches.
- 2 Create multiple small logo concepts using symbols, initials, shapes, or wordmarks. Focus on simple, memorable forms.
- 3 Record choices, tests, tools, or evidence connected to logo thumbnail sketches.
- 4 Test your strongest logo at large and very small sizes. Record which details remain readable and which need simplification.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

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

3 - Digital Logo Build Log + Color Palette Hex Match

TODAY'S GOAL

Complete digital logo build log and color palette hex match as the next step in the unit project.

DAILY VOCAB

digital • logo • color • palette • hex • match • adobe • express

REFERENCE: Adobe Express Logo / Vector Demo

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for digital logo build log.
- 2 Build and refine the selected logo digitally. Record the tools and construction choices used.
- 3 Record choices, tests, tools, or evidence connected to digital logo build log.
- 4 Choose a coordinated brand palette and record the exact color values so they can remain consistent across later applications.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

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

4 - Font Pairing Selection + Typography Test

TODAY'S GOAL

Complete font pairing selection and typography test as the next step in the unit project.

DAILY VOCAB

font • pairing • selection • typography • test • brand • reference

REFERENCE: Brand Typography Reference

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for font pairing selection.
- 2 Select a display typeface and supporting typeface that fit the brand personality and remain readable.
- 3 Record choices, tests, tools, or evidence connected to font pairing selection.
- 4 Test the fonts in the brand name, heading, and body-text situations and record needed adjustments.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

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

5 - Master Brand Board Submission + Brand Identity Rationale

TODAY'S GOAL

Complete master brand board submission and brand identity rationale as the next step in the unit project.

DAILY VOCAB

master • brand • board • identity • rationale • rubric

REFERENCE: Week 1 Brand Board Rubric

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for master brand board submission.
- 2 Assemble the logo, palette, typography, audience, and visual references into one organized brand board.
- 3 Record choices, tests, tools, or evidence connected to master brand board submission.
- 4 Explain how the visual choices communicate the intended personality and audience of the brand.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during brand identity rationale, and what will you do next?

6 - Character Mascot Concept Notes + Color Block Wireframe

TODAY'S GOAL

Complete character mascot concept notes and color block wireframe as the next step in the unit project.

DAILY VOCAB

character • mascot • concept • notes • color • block • wireframe • design

REFERENCE: Character Design & Brand Consistency Guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for character mascot concept notes.
- 2 Brainstorm mascot personalities, poses, shapes, expressions, and features that connect to the brand.
- 3 Record choices, tests, tools, or evidence connected to character mascot concept notes.
- 4 Block out the major color areas before adding detail and check that the character still matches the brand palette.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during color block wireframe, and what will you do next?

7 - Three Character Mascots + Brand Color Match

TODAY'S GOAL

Complete three character mascots and brand color match as the next step in the unit project.

DAILY VOCAB

three • character • mascots • brand • color • match • digital • illustration

REFERENCE: Digital Character Illustration Demo

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for three character mascots.
- 2 Develop three related mascot variations using consistent visual language while changing pose, expression, or accessories.
- 3 Record choices, tests, tools, or evidence connected to three character mascots.
- 4 Compare each character to the brand board and correct colors or shapes that feel disconnected from the identity.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

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

8 - Typographic Brand Art Sketch + Digital Type Layout Log

TODAY'S GOAL

Complete typographic brand art sketch and digital type layout log as the next step in the unit project.

DAILY VOCAB

typographic • brand • art • sketch • digital • type • layout • expressive

REFERENCE: Expressive Typography Demo

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for typographic brand art sketch.
- 2 Sketch a typographic artwork using the brand name, slogan, or key phrase as the main visual element.
- 3 Record choices, tests, tools, or evidence connected to typographic brand art sketch.
- 4 Build the selected design digitally and document how scale, repetition, spacing, and orientation create visual impact.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during digital type layout log, and what will you do next?

9 - Mascot & Type Alignment Check + Peer Balance Review

TODAY'S GOAL

Complete mascot & type alignment check and peer balance review as the next step in the unit project.

DAILY VOCAB

mascot • type • alignment • peer • balance • brand • system • consistency

REFERENCE: Brand System Consistency Checklist

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for mascot & type alignment check.
- 2 Place the mascots and typographic artwork beside the logo and brand board. Check whether they feel like one visual family.
- 3 Record choices, tests, tools, or evidence connected to mascot & type alignment check.
- 4 Ask a partner which elements feel most connected to the brand and identify one inconsistency to revise. 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 balance review, and what will you do next?

10 - Character & Type Submission + Mascot Reflection

TODAY'S GOAL

Complete character & type submission and mascot reflection as the next step in the unit project.

DAILY VOCAB

character • type • mascot • reflection • brand • extension • rubric

REFERENCE: Week 2 Brand Extension Rubric

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for character & type submission.
- 2 Submit the three mascot designs and typographic artwork after final cleanup and export.
- 3 Record choices, tests, tools, or evidence connected to character & type submission.
- 4 Explain how your character and typography choices expand the brand without changing its core identity.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

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

11 - Loyalty Card Layout Plan + Print Grid Alignment Log

TODAY'S GOAL

Complete loyalty card layout plan and print grid alignment log as the next step in the unit project.

DAILY VOCAB

loyalty • card • layout • plan • print • grid • alignment • small-format

REFERENCE: Small-Format Layout & Print Design Guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for loyalty card layout plan.
- 2 Plan front and back loyalty-card layouts with logo placement, information hierarchy, and usable spacing.
- 3 Record choices, tests, tools, or evidence connected to loyalty card layout plan.
- 4 Check margins, alignment, text size, and repeated elements so the small-format design remains clear.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during print grid alignment log, and what will you do next?

12 - Promotional Flyer Layout + Visual Hierarchy Check

TODAY'S GOAL

Complete promotional flyer layout and visual hierarchy check as the next step in the unit project.

DAILY VOCAB

promotional • flyer • layout • visual • hierarchy • design • demo

REFERENCE: Promotional Flyer Design Demo

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for promotional flyer layout.
- 2 Create a promotional flyer using the established brand identity and a clear call to action.
- 3 Record choices, tests, tools, or evidence connected to promotional flyer layout.
- 4 Check whether the viewer can quickly identify the brand, main message, important details, and next action.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

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

13 - Animated GIF Keyframe Timeline + Adobe Motion Build Log

TODAY'S GOAL

Complete animated gif keyframe timeline and adobe motion build log as the next step in the unit project.

DAILY VOCAB

animated • gif • keyframe • timeline • adobe • motion • simple • brand

REFERENCE: Simple Brand Animation Demo

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for animated gif keyframe timeline.
- 2 Plan a short looping animation showing what changes from frame to frame and how the logo or message moves.
- 3 Record choices, tests, tools, or evidence connected to animated gif keyframe timeline.
- 4 Build the animation and document timing, transitions, movement, and any changes needed for a smooth loop.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during adobe motion build log, and what will you do next?

14 - Applications File Optimization + Suite Cohesion Audit

TODAY'S GOAL

Complete applications file optimization and suite cohesion audit as the next step in the unit project.

DAILY VOCAB

applications • file • optimization • suite • cohesion • audit • export • guide

REFERENCE: Export & File Optimization Guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for applications file optimization.
- 2 Prepare print and digital files using appropriate dimensions, resolution, and export settings.
- 3 Record choices, tests, tools, or evidence connected to applications file optimization.
- 4 Compare the loyalty card, flyer, and GIF for consistent logo use, palette, typography, imagery, and tone.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during suite cohesion audit, and what will you do next?

15 - Brand Applications Suite + Campaign Statement

TODAY'S GOAL

Complete brand applications suite and campaign statement as the next step in the unit project.

DAILY VOCAB

brand • applications • suite • campaign • statement • rubric

REFERENCE: Week 3 Applications Rubric

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for brand applications suite.
- 2 Submit the completed loyalty card, promotional flyer, and animated GIF as one coordinated application suite.
- 3 Record choices, tests, tools, or evidence connected to brand applications suite.
- 4 Write a short campaign statement explaining how the three pieces work together to promote the brand.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during campaign statement, and what will you do next?

16 - Product Mock-Up Technique Notes + Material Spec Sheet

TODAY'S GOAL

Complete product mock-up technique notes and material spec sheet as the next step in the unit project.

DAILY VOCAB

product • mock-up • technique • notes • material • spec • sheet • presentation

REFERENCE: Product Mock-Up & Presentation Demo

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for product mock-up technique notes.
- 2 Review how logos and graphics should be scaled, positioned, and distorted realistically on product images or templates.
- 3 Record choices, tests, tools, or evidence connected to product mock-up technique notes.
- 4 Select possible products and record material, size, color, printing/decoration method, and why each fits the brand.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION
What did you improve during material spec sheet, and what will you do next?

17 - Product Concept Board + Colorway Match

TODAY'S GOAL

Complete product concept board and colorway match as the next step in the unit project.

DAILY VOCAB

product • concept • board • colorway • match • guidelines

REFERENCE: Product Concept Board Guidelines

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for product concept board.
- 2 Create a presentation board showing the brand applied to several coordinated products or package concepts.
- 3 Record choices, tests, tools, or evidence connected to product concept board.
- 4 Check that product colors, logo treatments, and typography match the established brand system.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

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

18 - Peer Review Workshop (T.A.G.) + Brand Pitch Rehearsal

TODAY'S GOAL

Complete peer review workshop (t.a.g.) and brand pitch rehearsal as the next step in the unit project.

DAILY VOCAB

peer • workshop • brand • pitch • rehearsal • critique • guide

REFERENCE: T.A.G. Brand Critique & Pitch Guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for peer review workshop (t.a.g.).
- 2 Review a partner's full brand system and provide Tell, Ask, Give feedback on consistency, audience, and presentation.
- 3 Record choices, tests, tools, or evidence connected to peer review workshop (t.a.g.).
- 4 Practice a short pitch introducing the brand, audience, visual identity, and strongest real-world application. 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 brand pitch rehearsal, and what will you do next?

19 - Final Mock-Up Touch-Up + Portfolio Asset Formatting

TODAY'S GOAL

Complete final mock-up touch-up and portfolio asset formatting as the next step in the unit project.

DAILY VOCAB

mock-up • touch-up • portfolio • asset • formatting • unit • checklist

REFERENCE: Unit 7 Portfolio Checklist

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for final mock-up touch-up.
- 2 Complete final corrections to logo placement, perspective, image quality, spacing, and product presentation.
- 3 Record choices, tests, tools, or evidence connected to final mock-up touch-up.
- 4 Organize all Unit 7 assets into a consistent digital portfolio sequence with clear project titles.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during portfolio asset formatting, and what will you do next?

20 - Final Brand Reflection + Brand Pitch Presentation

TODAY'S GOAL

Complete final brand reflection and brand pitch presentation as the next step in the unit project.

DAILY VOCAB

brand • reflection • pitch • presentation • unit • guide

REFERENCE: Unit 7 Final Submission Guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for final brand reflection.
- 2 Complete the written reflection explaining your strongest design decisions, revisions, and growth during the branding unit.
- 3 Record choices, tests, tools, or evidence connected to final brand reflection.
- 4 Present the brand concept, identity system, applications, and product mock-ups using concise professional design language.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during brand pitch presentation, and what will you do next?