LESSON 1: The building blocks of Design
The world we live in today circles around attractive content that lures someone to make a decision based on what their eyes are seeing. To captivate an audience, one must make it very enticing to the eyes. So the term graphic design is introduced.

Culminate: **Seatwork for the whole lesson**
Let us look at the two pictures and let us compare by filling up the following questions:

What picture seems more appealing? Why do you think it is?
Why is it that you didn't choose the other one? Why?
1 http://designtaxi.com/news/397533/Key-Graphic-Design-Trends-That-Designers-Should-Look-Out-For-In-2018/
2 http://training.outsourcingwall.com/graphic.php

In this week's lesson our task is to answer the following questions:
- What are the elements of design?
- How will it help you make better designs?
- How can you apply it in your next project?

Connect: **Intro for lessons**
https://www.forbes.com/sites/tjmccue/2013/01/08/what-is-an-infographic-and-ways-to-make-it-go-viral/#73dca9e07272

In a column written by TJ McCue in www.forbes.com, he discussed about the Infographic, and how infographic changed because of the growing number of visual learners. In a selection of his work he discussed about a study in visual learning.

Humans are visual creatures. Most of us process information based on what we see. 65 percent of us are visual learners, according to the Social Science Research Network.
Social media has created this intense desire and opportunity to share what we learn. Most of us enjoy sharing ideas, especially when there's a video or a photograph or drawing.

Ideally, we humans are getting more of our information based on how a graphic material appeals to us. For example, a kid will be more responsive to a colorful graphic art while an adult will find time to look at an orderly poster. As he continues he defines what an infographic is,

Infographics are those cool poster-like images you see floating around the web. You see some of it on Pinterest lately. It is usually a collection of data presented in visual form. Think of an infographic as Microsoft PowerPoint on steroids, but without the constant droning of a speaker who doesn't know you've tuned out of his or her slide presentation.

It used to be, not very long ago, that you needed to hire an illustrator or designer to help you create one of these files or images. But, thanks to the web, you can now create your own collection of ideas and data without all the pain of manipulating data into a plain, old chart or bar graph form. And when they are done right, read fun and captivating, they get shared and spread, sometimes quite quickly achieving that Holy Grail known as Viral.

Compu-Bits: **Added information/discussion for the lesson**
The term VIRAL is defined as spread by word of mouth, with minimal intervention in order to create buzz and interest. This are our goals referred to as likes and shares from our SNS(social networking site) post. #VIRAL

Context **Lesson Proper**
To help us understand more about design let us watch this video about The Fundamental Elements of Design posted by user PepRally in Vimeo. I want you to list down the elements of design discussed in the video. The in-depth lesson for this will be discussed next week

Collaborate: **Group Activity**

The class will be divided into 3 groups. The group will be based upon the presentations needed. Every group should discuss the importance of each in the composition of a good graphic design.

1. A drawing comparison showing the two sides of design(good or bad)
2. A discussion of how you should know if a design is good or not.
3. An observation/comparison of two pictures depicting if it will pass as good design or not.

Check-Up   **Assignments to be done at home.**

Define the following terms:

Artwork

Projects

Design

Digital Design

Graphic Arts