

# LEGENDARY Graphic Designers Lesson Plan

**Grade Level:** 9-12

**Approximate Time Frame:** 7 fifteen-minute sessions

## Objective

Students will learn about 6 of the most prominent graphic designers of this century.

## Essential Question

How does learning about graphic designers and their work impact how we perceive the world or our culture?

## Vocabulary

George Lois	Poster Design
Massimo Vignelli	Book and Publishing Design
Michael Bierut	Marketing and Advertising Design
Chip Kidd	Brand and Logo Design
Saul Bass	Packaging Design
Jessica Walsh	

## Standards

### Responding

**Anchor Standard 7:** Perceive and analyze artistic work.

**Anchor Standard 9:** Apply criteria to evaluate artistic work.

### Connecting

**Anchor Standard 11:** Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding.

## Procedure

1. Read the articles for each of the graphic designers above (either as a class or individually).
2. Discuss each designer as a class.
3. Fill out the worksheets to check understanding.
4. Give short quiz to check understanding

## Assessment

Summative: Class discussion

Formative: Worksheet

## Resources

6 Graphic designer articles:

- [George Lois](#)
- [Massimo Vignelli](#)
- [Michael Bierut](#)
- [Chip Kidd](#)
- [Saul Bass](#)
- [Jessica Walsh](#)

6 follow along worksheets (with keys)

Presentation

Review

Test

Test Key