



**SYNERGISTIC
SYSTEMS**

A DIVISION OF PITSCO, INC.

PARENT BRIEFING

Module

Digital Design

- Understand the design principles commonly used for graphic communication.
- Recognize that successful visual communication occurs in producing a layout when the design principles are followed.
- Recognize the process involved with creating a layout.

Session Focus

1 Principles of Design

2 Proportion: Design Specific

3 Balance: Design Specific
Newsletter

4 Contrast: Design Specific
Letterhead

5 Harmony: Design Specific
T-shirt Design

6 Rhythm: Design Specific
Unity: Design Specific

7 Business Card

Dear Parent,

As parents and teachers, we realize it can be hard to get a child to discuss what he or she is learning in school. We hope the information provided on this page will assist you in communicating with your child about what he or she is learning.

For the next few days, your child will be learning about visual communication and how correct usage provides a clear understanding of the intended message to the reader by completing the *Digital Design* Module. As your child's best teacher, your participation in the learning process is extremely important.

Words students will learn in this Module include:

- logo
- balance
- proportion
- symmetrical
- negative space
- complementary colors
- axis
- contrasting colors
- harmony
- unity
- rhythm

Student: _____
Parent: _____

Questions for discussion

During the course of this Module, your child will be assessed on key concepts and activities. You might want to discuss these concepts with your child.

He or she will be asked to:

- Explain the difference between importing graphics and creating graphics. (*Import refers to placing an existing graphics file into a document. Creating a graphic is the process of using drawing tools within a program to create a new graphic in the document.*)
- Explain the importance of completing a rough sketch before designing the T-shirt. (*A working sketch with the dimensions indicated can help visualize the final design layout and placement.*)
- Sketch on paper his or her ideas for the T-shirt design. (*Have your child describe or sketch his or her T-shirt design.*)

