

Lesson Plan

Pedagogical Rationale

This session integrates constructivist and social learning principles by combining instructor guidance with peer interaction. Laurillard's ABC learning design informs the mix of acquisition, discussion, collaboration, and practice, while Bloom's Taxonomy supports progression from understanding course expectations to applying knowledge through project planning. The structure also reflects inclusive digital teaching, providing multiple opportunities for engagement, interaction, and reflection within an online learning environment.

Lesson Plan

Session Theme

Working in the Design Industry - The Design Process.

Learning Outcomes

By the end of the session, students will be able to:

LO1: Purpose, Audience, and Audience Needs

LO2: Communication Techniques

LO3: Design Planning

LO4: Project Management Concepts

Lesson Information

Lesson Name: Working in the Design Industry – The Design Process

Duration: 1 hour

Domains: Cognitive, Affective, Psychomotor

Topics: Introduction to the Design Process and Professional Communication

Course

Date	03/11/2025	Time	12:00 – 13:00
Course	Visual Design Using Photoshop		
Tutor	Sandra Picarra		

Lesson Information

Knowledge (Understand / Analyse)	Skills (Apply / Create)	Values / Attitudes
1. Explain the importance of audience and audience needs in design. 2. Identify key elements of project planning within the design process. 3. Describe effective communication techniques used between designers and clients.	1. Collaborate with peers through a simulated designer–client interaction. 2. Apply communication strategies to interpret a client’s design brief. 3. Create an initial design sketch responding to a client’s ideas.	• Recognise the importance of feedback and collaboration in design practice. • Develop confidence in presenting ideas and responding to critique. • Value the role of professional communication in creative industries.

UDL Alignment

Multiple Means of Engagement	Multiple Means of Representation	Multiple Means of Action and Expression
• Role-play activity simulating a real-world designer–client interaction. • Collaborative discussion promotes peer learning and motivation. • Realistic design scenarios help learners connect learning with professional practice.	• Tutor PowerPoint presentation with visual examples and graphics. • Demonstration of poster sketches and design processes. • Use of Sketch.io digital drawing tool to visualise design concepts.	• Learners create digital sketches responding to a creative brief. • Role-play enables verbal communication and negotiation skills. • Forum discussion supports written reflection and peer feedback.

Laurillard's ABC Learning Design Alignment

Learning Type Application in Lesson

Acquisition Tutor presentation explaining audience needs, communication techniques, and project planning.

Discussion Class discussion on design challenges and interpretation of client feedback.

Practice Learners create a poster sketch responding to a creative brief.

Collaboration Designer–client role-play activity in breakout rooms.

Production Students produce a design sketch and share it on the forum.

Learning Outcome	Activity	Time	Teacher Role	Student Activity	ABC Learning Type (Laurillard)	Bloom's Level
Course engagement and reflection	Warm-Up Discussion	0–5 min	Welcomes students, asks about progress and challenges, recaps learning plan.	Share progress, ask questions, engage in discussion.	Discussion	Remember / Understand
LO1	Audience & Audience Needs	5–12 min	Presents examples of audience analysis using PowerPoint.	Listen, observe examples, contribute ideas.	Acquisition	Understand
LO2	Communication Techniques	12–18 min	Explains communication strategies used between designers and clients.	Ask questions and discuss examples.	Acquisition / Discussion	Understand / Analyse

LO3 / LO4	Design Planning & Project Management	18–23 min	Introduces design planning and project workflow concepts.	Reflect on how projects are structured.	Acquisition	Understand
LO2 / LO3	Activity Introduction – Creative Brief	23–25 min	Explains role-play activity and provides instructions.	Listen and prepare for activity.	Acquisition	Understand
LO2 / LO3	Role-Play Activity (Breakout Rooms)	25–35 min	Facilitates activity and monitors breakout rooms.	Work in pairs: designer creates sketch while client explains ideas.	Collaboration / Practice	Apply / Analyse
LO3	Sketch Development	35–45 min	Supports learners and answers questions.	Designers produce poster sketches using Sketch.io.	Practice / Production	Apply / Create
LO1 / LO2	Class Reflection & Discussion	45–53 min	Leads discussion on challenges of interpreting client needs.	Share experiences and insights from role-play.	Discussion	Analyse / Evaluate
LO3	Independent Task Explanation	53–58 min	Explains forum activity and project requirements.	Note instructions and ask clarification questions.	Acquisition	Understand
All LOs	Lesson Summary & Next Steps	58–60 min	Recaps key concepts and shows course calendar.	Reflect on learning and prepare for next session.	Discussion	Remember

LO	Activity	Duration	Learning Activities (Teacher & Student)	ABC Learning Type	Bloom's Level
LO1	Warm up	7 min	Tutor welcomes students and introduces session objectives.	Acquisition	Remember
	Course Structure	2 min	Tutor explains course structure and expectations.	Acquisition	Understand
	Meet the Teaching Team	5 min	Tutor introduces tutors and coordinator.	Acquisition	Understand
	Breakout Room Activity	10 min	Students meet peers and discuss why they joined the course and their goals.	Collaboration	Apply
	Peer Introductions	5 min	Students present their partner's goals to the class.	Discussion	Apply
LO2	Professional Context	3 min	Tutor discusses career opportunities and freelance work in design.	Acquisition	Understand
	Learning Plan Overview	5 min	Tutor explains upcoming sessions and course timeline.	Acquisition	Understand
	System Requirements	3 min	Tutor explains technical requirements (Mac/Windows).	Acquisition	Understand
	Adobe Creative Cloud	2 min	Tutor demonstrates how students access software licenses.	Acquisition	Understand

	What is Photoshop?	2 min	Tutor shows examples of Photoshop applications in professional contexts.	Acquisition	Understand
LO3	Platform Navigation	2 min	Tutor demonstrates where to find resources and communication tools in Moodle.	Acquisition	Understand
	Portfolio Overview	10 min	Tutor explains Portfolio Part 1, objectives, and submission areas.	Practice	Apply
	Recap	2 min	Tutor summarises key information from the session.	Acquisition	Understand
	Course Calendar	2 min	Tutor shows timeline and preparation for next session.	Acquisition	Understand
LO4	Portfolio Preparation	3 min	Students read the portfolio brief and identify project expectations.	Investigation	Analyse
	Project Planning	4 min	Students identify a potential client (peer, friend, or family member) for their project.	Production	Apply

Independent Practice

Task		Purpose	Learning Type	Evidence	Criteria
Upload poster sketch to forum	3 min	To allow learners to apply design concepts independently and demonstrate understanding of audience needs and creative planning.	Production	Visual design submission	Sketch accurately reflects the creative brief, demonstrates thoughtful design decisions, and shows evidence of applying techniques learned in class.

Write short reflection on design decisions	5 min	To encourage learners to critically evaluate their design process, choices, and rationale, fostering self-reflection and deeper understanding.	Production	Written reflection	Reflection clearly articulates design decisions, considers audience needs, identifies challenges, and links process to learning objectives.
Comment on peers' work	3 min	To develop collaborative skills, provide constructive feedback, and engage in critical discussion of design approaches.	Collaboration / Discussion	Peer feedback	Feedback is constructive, respectful, specific, and demonstrates understanding of design principles and audience considerations.

Formative assessment:

- Forum posts
- Sketch submission
- Peer and tutor feedback