

Poster Art

(Grade 6 print: “Dempsey and Firpo” by Bellows)

Curriculum Connection: history and language

Art Concept: use of color values, identifies elements within a given picture plane and use of various media/materials and their limitations in advertising (EALR grade 6 # 1.1.1, 1.1.2, 1.2)

Grade: 6 and up

Materials: White construction paper (9x12 inches)

Examples of advertising posters

Scratch paper

Color pencils

Erasers

Procedures:

1. Discuss with students how the use of posters and visual aids help in the promotion of various theatrical or sporting events and/or selling of products or services. Have students name and/or bring several examples.
2. Have students choose an event or product in which they could produce an advertisement (Poster) to promote it. Have them list items on scratch paper needed to be included on the poster (who, what, where, when, how much, etc.)

3. Draw a couple of rough drafts on scratch paper before deciding what poster will look like. Who should be in it? What position should they be in? What lettering should be used and where?
4. Once decisions have been made on content of poster, have students choose no more than three colors of which will be used to accent their drawing.
5. Once poster is complete, have students “sell” their product or service to the class using their poster. Ask: “What worked?” “What didn’t?”