

Exploring Poster Making

Objectives:

- To begin making plans for a large poster advertising a game such as volleyball, basketball or soccer, or an event such as a bake sale or a recital.
- To become familiar with the two main elements of a poster: image and lettering.
- To become familiar with the term *graphic artist*.
- To reinforce the application of the term *unity*.
- To view European posters from the early 1900s.
- To define *calligraphy*, *serif* and *sans serif* lettering.
- To understand the terms *upright*, *italic*, *outline* and *script* as they apply to letter styles.
- To experiment with different letter styles when planning for the poster.
- To draw a number of poses from real life using the *gesture* and *contour* methods.
- To explore the use of an *enlarged image* or *enlarged partial image* in poster making.

Advance Preparation:

- Secure the following items:
 - a first-place medal or ribbon
 - any or all of: a volleyball or basketball, soccer uniform, tennis racquet, football helmet
- Set up easels (or drawings boards) with newsprint and circle the easels around the room, focusing on a central area where the poses can be set up.

Materials:

- CHOOSE ART STUDENT WORKBOOK **pages 1 to 12**
- 12" x 18" (or larger) sheets of newsprint or other: at least 4 sheets/student
- One piece of charcoal/student
- A pen or fine-point felt marker, one/student
- A few sports props for the poses, such as a volleyball, basketball, soccer ball, tennis racquet or football
- Pictures that could be used as references for poster making. Use picture files or print images from the Internet. (Remember to use discretion when choosing images.)
- Samples of book covers and commercial product labels

- Display the following words:

● graphic artist	● serif
● image	● sans serif
● lettering	● upright
● unity	● italic
● calligraphy	● outline
● character	● script