



Promoting Friendship

Suggested time: 2 Hours

What's important in this lesson:

- Recognizing the effective elements of posters
- Creating your own poster about friendship
- Thinking about what you learned in this unit

Complete these steps:

1. Look at the samples of posters that your teacher has provided for you. Decide what elements of the posters make them appealing and fill in the Poster Chart handout.
2. Think about the poster that you'd like to make and fill in the Poster Planner handout.
3. After you've shown your rough sketch to your teacher, create a good copy of your Poster.
4. Write a Reflection Response on the provided handout describing what you think you've learned in this unit.

Hand-in the following to your teacher:

1. Poster Chart (handout)
2. Poster Planner (handout)
3. Good copy of your Poster
4. Reflection Response (handout)

Questions for the teacher:



Poster Chart

Examine the posters that your teacher has provided for you. Describe each of the posters in the chart below, then compile a list of qualities that good posters should have.

Poster 1	Poster 2
Colour _____ _____	Colour _____ _____
Lettering _____ _____	Lettering _____ _____
Pictures _____ _____	Pictures _____ _____
Message _____ _____	Message _____ _____
Intended Audience _____ _____	Intended Audience _____ _____
Poster 3	Poster 4
Colour _____ _____	Colour _____ _____
Lettering _____ _____	Lettering _____ _____
Pictures _____ _____	Pictures _____ _____
Message _____ _____	Message _____ _____
Intended Audience _____ _____	Intended Audience _____ _____

A Good Poster Should.....

Colours should be _____

Lettering should be _____

Pictures should be _____

Message should be _____

Audience is important because _____



Poster Planner

Posters can be used for many purposes—to advertise a product like toothpaste or a trip to a foreign location, to promote a movie or a band, to provide information about a social event like an art exhibition or a job fair, or to send out a strong message about a social issue like homelessness or cancer research.

Terms:

Posters are made up of many elements that all work together to catch the eye of a viewer and hold his/her attention long enough for the message to be delivered. Four important terms to remember are:

Graphics: The pictures on the page. There is usually one main picture that captures the audience's attention.

Copy: The words that are used. They should be easy to read and should all relate to the topic of the poster. Usually there is one main slogan or saying that delivers the message.

Layout: The way the pictures and the words are arranged on the page.

Audience: The people you are trying to reach with your message. For example, a poster about the importance of staying in school should be directed at a teen audience, and a poster about pension plans should be geared towards an older adult audience.

Planning the Elements:

For your own poster, the topic is **Friendship**. Answer the questions below to start planning your poster—be as creative as you like, but keep in mind that your message about friendship should be clear.

- 1) Who is your intended **audience**?

- 2) What **message** is your poster going to send?

- 3) What **slogan** will you use to deliver your message? Where on the poster will it be located?



- 4) What **style of lettering** will you use for your copy?

- 5) What main **colours** will you use to give your poster visual impact?

- 6) What will the main **graphic** on your poster be?

Sketching the Plan:

After you've answered the questions, draw a rough sketch of your layout on a separate piece of paper, and show it to your teacher for feedback.

Creating the Poster:

Next, using the paper your teacher has provided, create a large good copy of your poster about Friendship to submit for evaluation.



Friendship

During this unit, you have had the opportunity to examine friendships, good and bad, and you've had the chance to think about the importance of friendship in your own life. You've also learned some new skills and ideas. In the space below, explain to your teacher what you think you've learned in the last few days about friendship, yourself, and your abilities.