


DESIGNING A POSTER

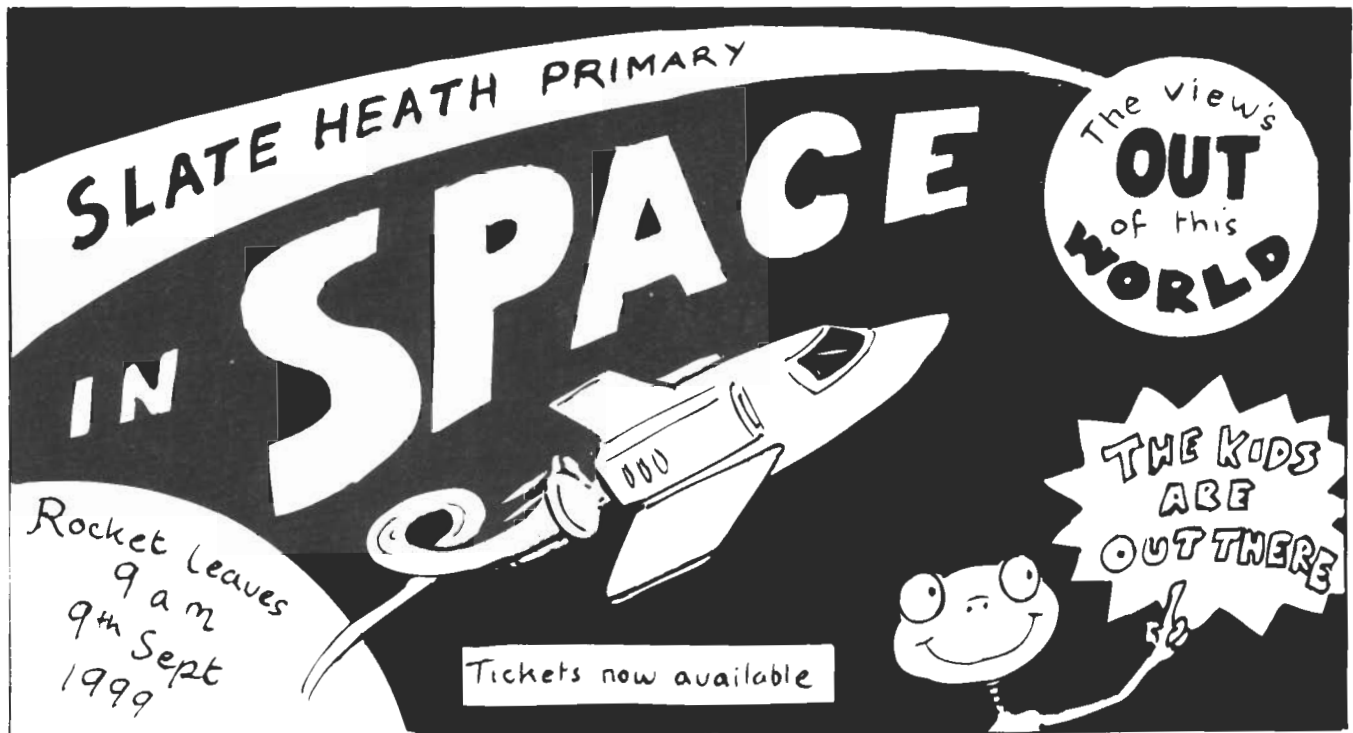
To introduce DTP format facilities. To use clip art to enhance a product.

 *Whole class working in pairs and larger groups.*

 *45 minutes at computer; 15 minutes discussion.*

Previous skills/knowledge needed

Children should have the ability to use a variety of fonts and to vary the font size and colour. An understanding of how to use computerised 'clip art' illustrations to enhance their work would be helpful. They should also have seen a selection of posters to appreciate the type of information that these can convey.



Key background information

IT provides an efficient and flexible tool for poster design and production. Designing onscreen allows ideas to be tried out, formatting changed, particular words emphasised and illustrations added to enhance and embellish. Some software includes templates for poster production and, although this takes most of the creativity out of the process, it allows the children to complete their task quickly, easing the burden of access to the computer. The final printout can be of excellent quality and can be photocopied to produce high-quality posters or flyers for school events, whether for a larger audience or simply for other pupils.

Vocabulary

Heading, emphasis, font size, centring, visual impact, laser printer, print run, flyer, graphic, clip art.

Preparation

Gather together a collection of different posters and flyers as a stimulus for the children's own work. Make several copies of photocopiable page 130 for small groups of children or enlarge it for larger groups or the whole class. Try to link this activity with a real context for the children to produce posters or flyers, such as a school fair or sports day. Alternatively, devise an imaginary context for them along similar lines.

Resources needed

A computer with desktop publishing software, a printer, paper, examples of posters and flyers, a collection of relevant clip art, conventional art materials (felt-tipped pens, paint and so on), photocopiable page 130.

What to do

Show a variety of different posters and flyers to the class or a large group and discuss the purposes of posters and what makes them effective. Who do the children think the posters are aimed at and how can they tell? Ask them to pick out examples that they think work particularly well. Can they explain why this is? The children may start to see that often the more simple a poster is the more effective it is in conveying its message. Use photocopiable page 130 to encourage them to look at a poster more critically and to make suggestions for improvement.

Now tell the children that they are going to design their own posters for a special school event – whether this is a real or imaginary event will obviously depend on the situation. Explain that it is good marketing to advertise the same event in different ways, so you want groups of children to produce different styles of posters and flyers. Discuss important information that the posters must include such as date, time, place and cost, and encourage them to think carefully about who the posters are aimed at. The children could embellish their work with clip art, but they may be tempted to overfill their poster. Emphasise the importance of leaving some empty space to allow the eye to rest.

Divide the children into small groups and ask them to decide on the type of poster or flyer they wish to produce. Some children will use the computer and others will do this task using conventional art materials. Individual tasks could be allocated within those groups using IT to allow the children to work in pairs on the computer. These tasks could match the children's individual strengths such as language ability, design or layout skills.

Communicating information

When the children's different versions of posters and flyers are completed, hold a whole class session in which the children judge the examples. This will allow a true comparison between IT and conventional art techniques and the children should be encouraged to discuss the advantages and disadvantages of both processes.

The children may like to follow up this activity by designing a ticket or brochure for an event such as a mission to Mars trip, a tea clipper to India journey, a Polar expedition and so on. Again, the necessity of clarifying the purpose, style, content and audience is important.

Suggestion(s) for extension

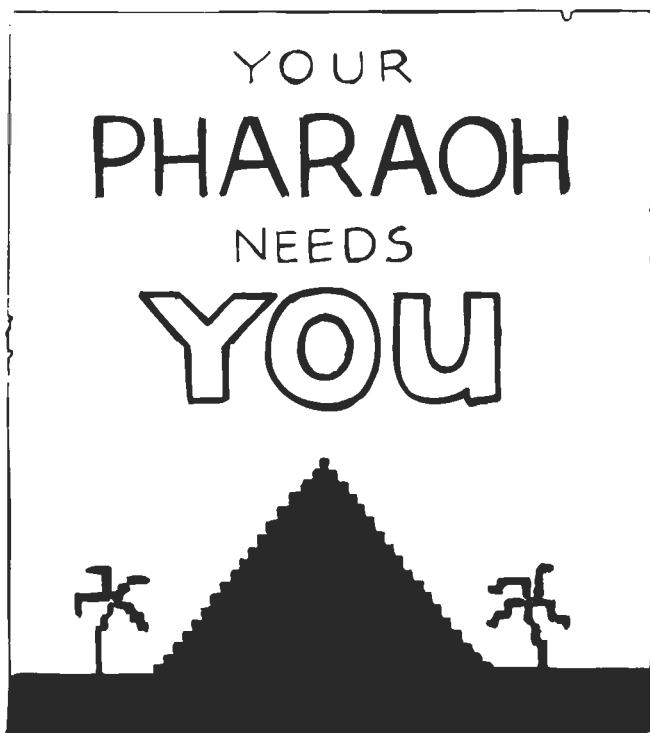
More able children could produce posters to illustrate historical rather than current events, for example: 'Grand opening of the Pyramid of Cheops', 'Volunteers wanted to build Stonehenge' – the opportunities are endless! They should use appropriate fonts and search out relevant clip art for these extension activities.

Suggestion(s) for support

Keep the content simple for less confident children. Having entered their text and centred it, it may be sufficient as they can enhance it afterwards with hand-drawn or cut-out illustrations rather than IT graphics.

Assessment opportunities

Opportunities are available in this activity to assess IT capability at Level 4. Focus on the children's ability to combine text and graphics and to write for a variety of audiences. There are also opportunities to make assessments in art.



Display ideas

A noticeboard or corridor with an eye-catching display of posters can be most attractive. If large fonts are used, the children's work can be displayed higher up or at a greater distance from onlookers. Pinning posters at angles or using the ceiling for a display can enhance the effect.

Reference to photocopiable sheet

Photocopiable page 130 shows an example of a poster containing many mistakes including ambiguous information, impossible times, too many fonts, spelling errors, irrelevant graphics and so on. How many mistakes can the children spot? Could they design a better one?

DESIGNING A COVER

To use DTP software to create a design for a special purpose. To use a variety of fonts, including rotated fonts, and clip art or graphic files produced in an art application.

†† Pairs.

⌚ 45 minutes at the computer; 10 minutes discussion.

Previous skills/knowledge needed

Familiarity with DTP software will help the children in this task, together with knowledge/experience of mixing graphics with text.

Key background information

The technological revolution has had a huge impact on the design and printing world. The facility to use IT in the

Poster mix-up

The poster on the right is full of mistakes including ambiguous information, impossible times, too many fonts, spelling errors and irrelevant pictures.

parents join the pta
come and spend
entrance 50
an enjoyable
morning



Friday evening



in the school hall

bring a freind

the family *bring*

beetle drive



▲ How many mistakes can you spot? Could you design a better poster? What could you do to improve it?

