

# Student Handout: Unit 3 Lesson 1



## The Four Elements Of A Good Poster

Suggested time: 1 Hour

### What's important in this lesson:

- Exploring what the words “design,” “message,” “audience” and “purpose” mean when you are looking at a poster
- Reinforcing concept and vocabulary learning through a word wall
- Reviewing punctuation rules for the end of a sentence

### Complete these steps:

1. Read Handout “The Four Elements Of A Good Poster”, Handout 1. Use a highlighter to note key points and hold your thinking.
2. Complete the activity “The Four Elements: What Do They Mean?”, Handout 2, Part A. You will need a dictionary for this activity.
3. Complete activity “The Four Elements: What Do They Mean?”, Handout 2, Part B. You will need paper and tape for this activity—and a place on the wall where you can attach your words.
4. Complete activity “The Four Elements: What Do They Mean?”, Handout 2, Part C.
5. Hand in completed activities

### Hand-in the following to your teacher:

1. “The Four Elements: What Do They Mean?”, Handout 2, Part A.
2. “The Four Elements: What Do They Mean?”, Handout 2, Part B—your word cards.
3. “The Four Elements: What Do They Mean?”, Handout 2, Part C

### Questions for the Teacher:

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## Looking At The World Around Me The Four Elements of a Good Poster

In our modern world, we are surrounded by images, or pictures, in fact, almost everywhere we look, we see images. Some of these images move, like those on television, in the movies, or in video games. We are also surrounded by non-moving images. These images appear on billboards, in store windows, at the movies, and in magazines. All of these images have one thing in common: they want you to look at them!

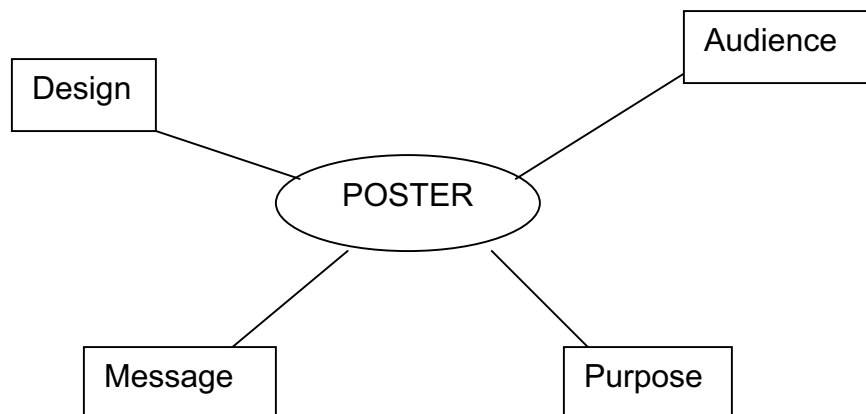
A poster is a piece of graphic literature that combines images or pictures with print. A poster uses these images and words to send a message to an audience. Often, posters try to persuade, or convince an audience to do or buy something. We see posters in the halls of our school, on bulletin boards, advertising the newest movies, or the latest fashion trends.

People who design posters work very hard to make their posters stand out and be noticed. They concentrate on four main techniques, or “elements” to make you stop and look at their posters. These elements will be the topic of your studies in the next few lessons.

There are four main elements that poster designers, or “graphic designers”, use to get your attention:

1. Design
2. Message
3. Audience
4. Purpose

Each of these parts is equally important to a graphic designer.



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## Looking At The World Around Me The Four Elements: What Do They Mean?

In this activity you are going to find the definitions of the four elements of a poster. When you have found and recorded them on this sheet, you will use your definitions to create cards for your word wall.

### Part A: What Do These Words Mean?

Fill in “My Definition” column with your own definition of each word. When you have completed column 1, use the dictionary to find the word and record that definition in “Dictionary Definition” column.

Word	My Definition	Dictionary Definition
Poster		
Design		
Message		
Audience		
Purpose		

Read over your definitions and make sure you understand them.

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Write 2-3 sentences explaining why each of these elements is important in designing a poster:

Design \_\_\_\_\_  
\_\_\_\_\_

Message \_\_\_\_\_  
\_\_\_\_\_

Audience \_\_\_\_\_  
\_\_\_\_\_

Purpose \_\_\_\_\_  
\_\_\_\_\_

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## Part B: Word Wall

A “Word Wall” is a group of words that are displayed on a wall, bulletin board, chalkboard, or whiteboard in a classroom. These words are printed in large font so that they are easily visible from all student seating areas. “Word Walls” help you improve your vocabulary, spelling, and understanding because the words are highlighted as important and continuously visible.

Today you will create 5 word cards to put on your personal “Word Wall”. You will be making word cards for the following words: Poster, Design, Message, Audience, and Purpose.

1. On 8 1/2”x11” paper, print the word you wish to define. Under the word, print the definition. You should work with **both** definitions from your chart to create this definition.

Example:

DOG
A furry four-legged mammal that people have as a pet

2. Attach the 5 word cards to your wall in alphabetical order. Once you have made an alphabetical arrangement, you might think of another way to arrange the words that is meaningful to you and helps you remember the words and their relationships to each other.



## Part C: Language Conventions---End Punctuation

Note:

- Use a period (.) to end a statement or command. A statement tells you something. A command orders or requests you to do something

*Examples:*

Statements: My name is John Smith. I like to play golf.

Commands: Give me all of your money. Stop bothering me.

- Use a question mark (?) to end a question. A question asks you something. It often begins with *who*, *what*, *where*, *when*, *why*, or *how*.

*Examples:* How old are you? Where is your brother?

Add the correct punctuation to the end of each sentence in the following paragraph.

When you look at a poster, there are several questions you should ask yourself\_\_Who is the audience\_\_What is the purpose or the poster\_\_What is the poster's message.

Answer these questions, and you will have a better idea of what the poster is trying to do and why it was produced\_\_Also, remember to look at the poster's design\_\_How do other people feel when they look at the poster\_\_Comparing your responses to the poster with others can give you new ideas\_\_

Note:

- Use an exclamation mark (!) to end an exclamation. An exclamation is a sentence that expresses strong feelings.

*Examples:* Watch out for the geese! Get out of the way!

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End each sentence below with the correct punctuation mark: an exclamation mark, a question mark, or a period.

- a) Who is going to the mall with me\_\_
- b) I want to go to the movie theatre\_\_
- c) What is the name of your dog\_\_
- d) Ahh\_\_A Mouse\_\_
- e) I wish every day was Saturday\_\_
- f) Get out of my house\_\_
- g) Clean up your room\_\_
- h) When is your birthday\_\_
- i) How many homework assignments do you have\_\_
- j) I love chocolate ice cream\_\_

## Your Turn:

In the space below, write three of your own sentences using the information you have learned about posters. Each sentence should end with one of the three pieces of punctuation you have just studied.

1.

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2.

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3.

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## The Four Elements: What Do They Mean?

### Part A: What Do These Words Mean?

Fill in “My Definition” column with your own definition of each word. When you have completed column 1, use the dictionary to find the word and record that definition in “Dictionary Definition” column.

Word	My Definition	Dictionary Definition
Poster		A placard or bill used for advertising, public information---to be posted on a wall or other surface
Design		To draw or prepare, to plan and make with skill
Message		A communication embodying important principles or counsel
Audience		Those who hear or see a performance or communication
Purpose		An idea or ideal kept before the mind as an end of effort or action: design or aim