

## Student Handout: Unit 3 Lesson2



### Looking At The World Around Me Viewing A Poster

Suggested time: 1 Hour

#### What's important in this lesson:

1. Applying what you know about poster design, message, audience, and purpose
2. Applying writing process to create a structured paragraph from your notes about the poster—this includes making notes and editing

#### Complete these steps:

1. Read and follow the detailed instructions on “Viewing A Poster”, Handout 1. Your teacher will either arrange for posters to be viewed in class or arrange for you to work on location where the posters are displayed.
2. Use the information and notes you take on the question sheet to fill in the “Paragraph Organizer”, Handout 2.
3. Use the organizer to guide your writing of a rough draft of a paragraph. Instructions are given on “Writing The Paragraph”, Handout 3.
4. Ask a classmate or teacher to edit your paragraph using the “Peer Editing Sheet”, Handout 4.
5. Make the necessary changes to polish your paragraph before handing it in.

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

1. “Viewing a Poster”, Handout 1, question sheet
2. “Paragraph Organizer”, Handout 2
3. First draft copy of your analysis paragraph on the poster, as per directions on “Writing the Paragraph”, Handout 3
4. Completed “Peer Editing Sheet”, Handout 4
5. Polished copy of your paragraph

#### Questions for the teacher:

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#### Instructions For Viewing:

A poster uses words and images to send a message to an audience. Posters also attempt to convince the audience of something. When you view a poster, it is important to keep the **Four Elements Of A Good Poster** in mind:

- **Design**---the use of colour, the placement of the images and words, and the text type (the size and shape of the letters)
- **Message**---what the poster is trying to say
- **Audience**---who the poster is for: adults, teenagers, students
- **Purpose**---why was the poster created, and what is it trying to persuade the audience to think or do

In this activity you will search the halls/offices of your school for **two** interesting and different posters. Here are some places to look:

- Guidance Office,
- Student Health Services Bulletin Board,
- School Events Bulletin Board.

Once you locate some posters, spend a few minutes looking carefully at them, and decide which two will be good examples for your writing. Keep in mind the **Four Elements Of A Good Poster** as you choose.

Once you have chosen your posters, fill out the Poster Question Sheet---one for each poster.

**Take Good Notes** on each poster, as you will use this information to write a paragraph about one of the posters. You do not have to write complete sentences on this sheet. Its purpose is only to hold your thinking.

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## Poster Question Sheet – Poster #1

List three things you notice right away about this poster:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What is the poster trying to say? Write the poster's message in your own words.

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Who do you think the intended audience for this poster is? \_\_\_\_\_

Why do think that?

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What do you think about the poster's design? (think about colour, images, lettering)

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How does the poster make you feel?

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Why do you feel this way?

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Do you think the creator of the poster wanted you to feel this way? Explain.

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Go back to the list of three things you noticed about this poster. Explain why you chose those three things.

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## Poster Question Sheet – Poster #2

List three things you notice right away about this poster:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What is the poster trying to say? Write the poster's message in your own words.

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Who do you think the intended audience for this poster is? \_\_\_\_\_

Why do think that?

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What do you think about the poster's design? (think about colour, images, lettering)

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How does the poster make you feel?

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Why do you feel this way?

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Do you think the creator of the poster wanted you to feel this way? Explain.

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Go back to the list of three things you noticed about this poster. Explain why you chose those three things.

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## Paragraph Organizer

Now that you have viewed two good posters, and taken notes on them, you will use those notes to write a paragraph that analyzes **one** of the posters. The following outline will help you to choose the poster, and organize the information you have collected.

1. **Poster Choice:** Look over your notes for each poster. Is there one poster that you were able to respond to more fully? Have you written more notes about one of them? Do you feel more strongly, or more connected to one of the posters? Choose the poster that will be the easiest to write about.
2. **Organizing Ideas:** Use the organizer below to put your information into categories. Point form notes are best.

Topic	Information
<b>Introduction</b> -title of poster -who/what organization created it?	
<b>Design</b> -use of colour -pictures/images -letters/words -how it "looks"	
<b>Message</b> -what is the poster trying to say?	
<b>Audience</b> -who is this poster for? -how do you know?	
<b>Purpose</b> -why was this poster created? -Is it trying to persuade you to do/buy something?	
<b>Conclusion</b> -your overall impression of the poster -how it makes you feel	

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### Writing the Paragraph

1. **You have used your notes to fill in the paragraph organizer.** Now your information is placed in 5 categories, to make it easier for you to organize and write your paragraph. If you find that you don't have enough information in one of the categories, you may need to go and have another look at the poster.
2. **Your next step is to write your rough draft.** If you have a computer to work on, this will make your task easier, especially when it comes time to edit. To begin writing, simply use the point form notes in your organizer to create sentences. Follow the order that organizer uses: begin with the introduction (with the title and creator of the poster), then go on to write about the design, message, audience, and purpose. To finish your paragraph, you should conclude with your own impression of the poster.
3. **Your paragraph should be 8-10 sentences long** (about two sentences for each topic). Check the attached rubric to see how it will be evaluated.
4. When you have completed your first copy, use the **Peer Editing Checklist**, and have a classmate edit your work.
5. Using the Peer Editing Checklist, **go back and make the necessary corrections.**
6. Now you are ready to **create a polished copy** of your paragraph.

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## Peer Editing Checklist

**Instructions To Peer Editors:** Thank you for editing my paragraph. Please read my paper carefully and fill out the chart below. If you notice errors in grammar, punctuation, or spelling, it would be very helpful if you could lightly circle them on my paper. Don't worry, I will go back and make the corrections.

Name of Peer Editor \_\_\_\_\_

Assignment	Yes	No	Suggestions/Concerns
The author clearly states his/her opinions of the poster			
The author provides details and proofs for his/her opinions			
There is a definite beginning, middle, and end			
The words used are appropriate and clear			
There are only a few minor errors in grammar, punctuation, and spelling			

Teacher Comments/Suggestions:

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