

Name: _____

Date: _____

Class: _____

Lesson 1

Blast from the Future 2203

CREATE a TRUE Pic!

Dezel can't wait to see what makes you, **YOU**. Here are some things to think about as you collect words and images for your True Pic. Answer these statements about yourself by filling in the boxes below.

I am a:

girl boy

My hair is:

brown black blonde red
 blue other color _____
 straight curly braided
 dreaded buzzed other _____

The things I like to wear most are:

jeans dresses shorts ties
 swim suits t-shirts sneakers
 sandals earrings necklaces
 toe-rings other _____

The things I like to do most are:

blading swimming shopping
 daydreaming eating sleeping
 skateboarding reading painting
 surfing the Web listening to music
 playing video/computer games writing
 talking on the phone other _____





Get the picture? As you think of things that express your individuality, gather words and images from magazines that represent you. Glue them together on a separate sheet of paper to create your own True Pic!

Lesson 2

You're a Living Target!



An Image Diary

Collect visual messages that catch your attention during **ONE DAY**.

You can cut  them out, take photos  or make your own  drawings.



Think of a day as having **three** parts.

Use this graphic organizer or create your own. Paste or draw  the messages you collected in the part of the day  when you saw them.

morning

afternoon

evening

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Lesson 3

Signs of the Times

Redesign

YOUR School Signs

Lesson 3

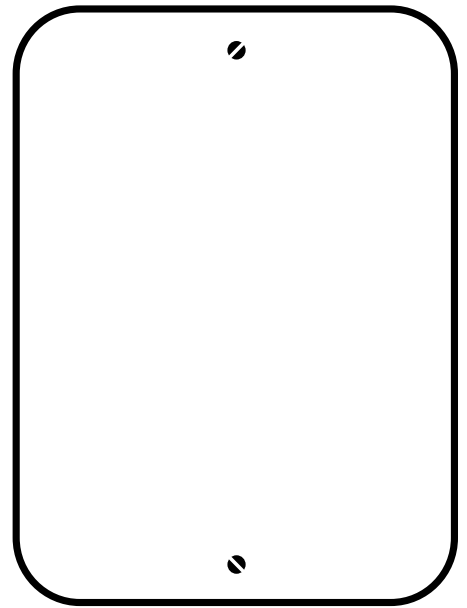
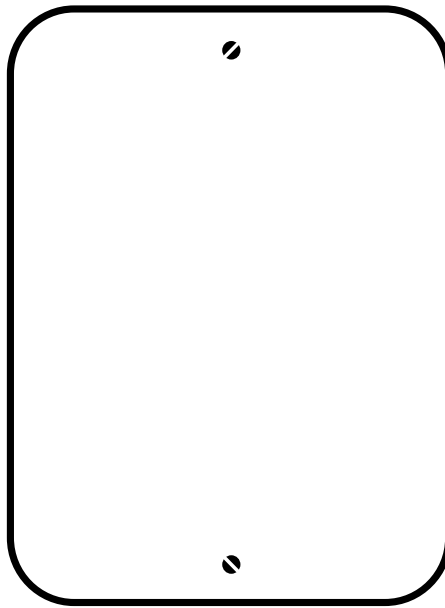
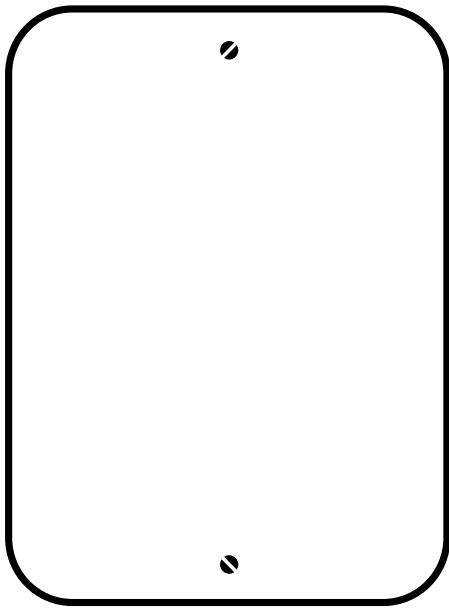


Here are two common cafeteria signs.

Think about your school cafeteria.

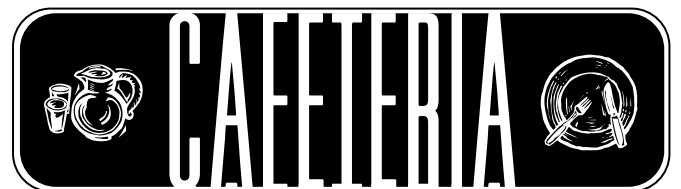
What words describe it? Food? Fun? Friends?

What are some other signs you see at school? **Draw three** of them below and write words to describe these places.



Choose one of your three signs to redesign so it works better and is more fun. Sketch it on the back of your worksheet or another sheet of paper. Be creative, be zany...color it if you wish.

How is this for a new cafeteria sign?



Lesson 4

Letting One Thing Stand for Another

Match 'em Up

Symbols convey deeply held beliefs or traditions of a particular group of people. Look at these symbols and think about what they mean to you. Then match each word in the center with one or more symbols. Remember that your interpretation may be different from your friend's.



Freedom

Love

Personal Growth

Achievement

Balance

Patriotism

Justice

Peace



American as Apple Pie!

Collect four symbols of the United States. You can cut them out of magazines, photograph or photocopy them from books, or just draw them. Paste or draw them on the back of your paper.

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Lesson 5

Loco about Logos

MY PERSONAL LOGO

Design a personal logo in the space below that stands for you! **Take a look at your True Pic** to refresh your visual memory. Think about what makes you, YOU. You might want to include a symbol of something you like to do or something you like about yourself (your eyes, smile, or crazy personality), or something you believe (like friends are more important than money). You might include your name, initials or nickname, or a word that describes you.

Lesson 5

	my name favorite color my initials my nickname favorite group movie star best friend hang-out	
me of me favorite singers favorite video character most watched TV show		place favorite book favorite school subject things I like to collect favorite color
favorite food or restaurant my friends where I like to have fun favorite shirt movie that reminds		

Lesson 6

We're All Messengers

Sell! Sell! Sell!

Advertisements are constructed of different parts put together to convince us to buy the product or service being advertised.

Identify the parts of this ad by writing the correct label in each box at right.

Copy - the words in the ad that give information about a product

Logo - specially designed letters or symbols that stand for the company

Brand Name - the name of the product

Slogan - the sentence or phrase intended to sell the product

Character - a person, animal, or creature that is identified with a particular product

Company Name - the name of the company that made the product



Lesson 7

Built to Persuade

TARGETING YOUR AUDIENCE

Advertisers often design their ads for a particular group of people they think would buy the product. This group is called a target audience. Below are snapshots of different people. Pretend you know them, and think about what might be each one's age, job, hobbies, etc. List words to describe each person (the first has been done for you). Then cut out their image and words and glue them to a separate sheet of paper. Next, search for products in magazines and newspapers that you think advertisers might target to each person. Cut those items out and glue them with the targeted consumer.



39-year-old male doctor
has two children
likes to run





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Lesson 8

Words and Fonts Go Hand in Hand

Fontabulous!

Invent a font that looks like you. Look at the words and images you used in your True Pic for inspiration. The letters may be:

TALL THIN short muscular *CURVY* strong girlish boyish

They should look like your personality:

SERIOUS fun-loving geeky TOUGH *sassy*

Use this space to experiment creating your personal FONTASMA. Have fun!

Now see if you can write your name in your FONTASMA so it looks like how you feel, or stands for something that is important about you.

Lesson 9

Constructed Realities Look Real

CHARACTER COLLAGE

Artists don't always use computers and scanners to invent a character. They also manipulate photographs using collage.

A **collage** is a way of pasting together images or materials not normally found together, such as newspaper clippings, parts of photographs, or pieces of cloth.

Cut out separate pictures of three people from magazines. Now cut the photos apart by separating the heads from the bodies, or the hands from the arms. Construct a new person who isn't likely to exist by putting the parts together in an unexpected way - like a body builder with a baby's face.

Glue your constructed characters here or on a separate sheet of paper.

Lesson 10

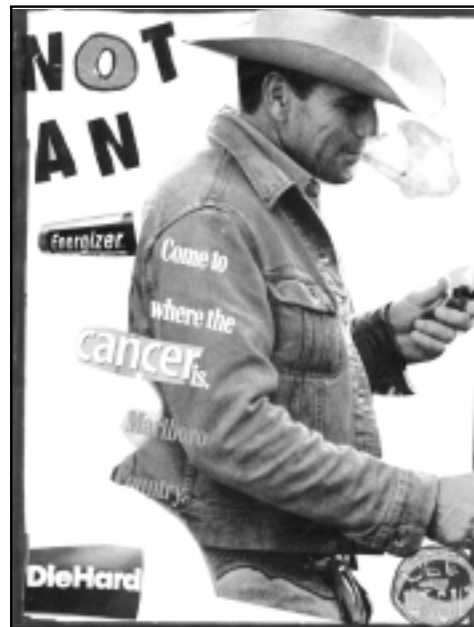
Putting Out a Smoke Screen

The ARTFUL TRUTH Ad



Cassandra Hallock

You are about to become an **Artful Truth** designer. Tobacco advertisers don't like to show the negative aspects of smoking... but you can. Here are examples of Artful Truth ads created by Kimberly Sander's students at Holly Hill Elementary School in Volusia County, Florida. See how the ads were changed to tell the truth about smoking.



Matthew Angell



Matthew Hopkins

Choose a cigarette ad from a magazine. Write new words, change the image, or rearrange the parts to send a new message. Construct your new ad on construction or tracing paper.

Show the Artful Truth!

Lesson 11

Another Way to Send a Message

GETTING THE FACTS

Interviewing a Smoker

Ask someone who uses tobacco (either cigarettes, cigars, or chewing tobacco) to answer these questions and write down their answers:

1. What made you try tobacco in the first place?

2. How old were you when you first began smoking or chewing?

3. How old are you now?

4. How many cigarettes or cigars do you smoke each day or how much chewing tobacco do you chew each day?

5. Have you ever tried to stop using tobacco?

6. Why don't you stop?

Money Up In Smoke

Fill in the blanks using the information gathered above for the tobacco product used by the person you interviewed. Use a calculator if needed.

Smokes cigarettes packs per day x \$3.00 a pack = \$ per day

Smokes cigars per day x \$4.00 each = \$ per day

Chews tobacco bags or cans per day x \$3.00 a bag/can = \$ per day

Spends \$ per day x 7 = \$ per week

\$ per week x 52 = \$ per year

\$ per year x years used tobacco = \$ during lifetime

Now you know how much money the person you interviewed spent on tobacco during his or her lifetime. Check the product(s) below that could be bought with the same amount of money:

\$400.00 = 15 video games \$1,500.00 = 15 bicycles \$2,500.00 = home computer

\$6,000.00 = 2000 kids' meals \$12,000.00 = 800 CDs \$25,000.00 = new car