

**GRADE 7, 8 LESSON PLAN  
GRAPHIC POSTER – DIGITAL ARTS**

<p><b>Lesson Plan Information</b></p> <p>Grade: 7- 8</p> <p>Subject: Arts (Visual Arts)</p> <p>Duration: 2 hours</p>	 
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<p><b>Lesson Plan Overview and Objectives</b></p> <p>The instructor introduces Herbert Matter and Saul Bass. Discuss what messages they tried to convey (Matter in graphic posters, Bass in movie posters) and how they depicted them in their work. Ask the class to explore their graphic design and posters using elements of design and principles of design.</p> <p>Discuss personal approaches and reflections.</p> <p>Create a poster for a cause or movie, either invented or existing.</p>
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**AT QUEEN ELIZABETH PARK COMMUNITY AND CULTURAL CENTRE**

<p><b>Graphic or Film Poster Inspired by designers Herbert Matter and Saul Bass</b></p>	
<p><b>Materials</b></p>	<p>Reference images, digital cameras (if necessary) with SD cards, computers, image editing software (such as Photoshop, Pixlr Editor, GIMP, SumoPaint), colour printer</p>
<p><b>Introduction Inspiration</b></p>	<p>Film posters are used to promote and advertise movies. Prior to computers, film posters were usually hand drawn illustrations of film scenes, or a few different scenes collaged together to show the plot. Other posters use artistic interpretations of a scene or build on the film’s theme in an artistic way. The first poster for an early film was an illustration by Marcellin Auzolle to promote “L’Arroseur arrose” in Paris in 1895.</p> <p>Swiss-born American photographer Herbert Matter (1907-84) is the graphic designer known for pioneering photomontage. He collaged photographs and type to create dynamic posters that recounted stories. He used negative spaces, retouching, cropping and enlarging.</p> <p>Matter also directed two films on sculptor Alexander Calder. He was married to Mercedes, the daughter of American modernist painter Arthur Beecher Carles.</p>

	<p>Mercedes was the founder of the New York Studio School. The couple was friends with famous artists of the era, such as Jackson Pollock, Willem de Kooning and Alberto Giacometti.</p> <p>Compare Herbert Matter’s graphic posters with renowned movie poster designer Saul Bass (1920-96). Bass worked with American film directors Hitchcock, Preminger, Wilder, Kubrick and Scorsese to create some of the most iconic posters known today. He used dramatic shapes and colours to create suspense. In particular, he used ‘kinetic typography’ (shaped, stretched) that was incorporated into the image, as part of it.</p> <p><b>Guiding questions</b></p> <p><b>Grade 7</b></p> <ul style="list-style-type: none"> <li>- What mood is created by the artist?</li> <li>- How might others understand this image differently because of differences in age, life experience, culture, or beliefs?</li> <li>- How are artistic layout consideration of image and text used in this art work to convey its message?</li> <li>- What symbols do you see in this artwork?</li> </ul> <p><b>Grade 8</b></p> <ul style="list-style-type: none"> <li>- How can art be seen as a visual metaphor?</li> <li>- How can an object represent an idea, a concept, or an abstraction?</li> <li>- How are text and image juxtaposed to create a message that challenges what the text is saying?</li> <li>- How do the artists use point of view, images, and text to show two sides of the story?</li> <li>- How would manipulating the colour change the meaning of the image?</li> <li>- How has the artist implied meanings in the image?</li> </ul>
<p><b>Demonstration Activity</b></p>	<p>Instructor shows examples of work by Herbert Matters and Saul Bass. Students decide on a cause or movie they wish to create a poster for—either invented or existing. Students create posters inspired by their cause or movie. They use the photocollage techniques and elements pioneered by Herbert Matters and combine them with typography to create posters inspired by Hollywood’s Saul Bass. Students learn Photoshop techniques. They use appropriate terminology related to new media art, and demonstrate understanding of the materials, tools and process. Students learn about photography, Photoshop and collage. They learn to use the rule of thirds and colour mixing techniques to create their collage. Through their movie posters, they will demonstrate an understanding of elements and principles of design.</p> <p><b>Instructions</b></p> <p>Students access a variety of images in the image bank on their respective computer.</p>

Using the image editing software, remove the background of the images. The polygon lassos and/or quick masks are especially effective.  
Copy and paste the edited object to a new file. This new file will now have two layers—the background layer and the portrait layer.

***Select Main Image***

Posters advertise something so they have to be strong, simple, and striking. Students brainstorm a simple, strong image to convey their message. Whether creating an original poster or making a parody, use images from the bank.  
Tell students we are working with online imagery that we've sourced and in some cases have paid for. Talk about parody and copy-writing material. Explore <http://creativecommons.org> for info.

***Work the background***

Students take any number of steps to give their poster an old and authentic look.  
Gradient tools and splatter brushes may be widely used.  
Using explosive auto shapes like starburst patterns is another way to add dynamism to contemporary posters.  
Another final trick with the background is applying a halftone filter to entire layers. This makes the work look like it was printed in a bygone era.

***Add the message***

Devise a simple, effective, memorable message that is related to the product you are selling or the movie you are promoting.  
The text has to be an interesting and bold font.  
Have students pay attention to how the text colour and layer effects can make it pop from the background.  
The message is the most difficult part for students. Many want to write too much. Given them slogans as examples, and give them a number count for words. For example, they have to say it in three words.

***Demonstration by the instructor***

The instructor demonstrates the step-by-step process of working with Photoshop and creating a graphic or film poster.

**FOR TEACHERS BACK AT SCHOOL – POST-VISIT ACTIVITIES**

<b>Post-Visit Activity</b>	Artist reflection questions, drawing (optional)
<b>Materials</b>	Pencil, eraser, paper, crayon

### **Artist Reflection**

Students describe how they created their posters. Examine the images and print outs to discuss the effects that Photoshop offers.

What was the inspiration for their posters? What message are they presenting? How are they influenced by popular culture?

Students consider where they see propaganda and advertising in their daily lives.

### **Resources**

Saul Bass. The Name Behind the Titles

<https://www.youtube.com/watch?v=aPBWvfMKV10>

Saul Bass' Movie Posters

[https://www.youtube.com/watch?v=nRpGSDsu\\_tg](https://www.youtube.com/watch?v=nRpGSDsu_tg)

The Philosophy of Saul Bass

<https://digg.com/video/saul-bass-style-substance>

Herbert Matter Posters

<http://herbertmatter.org/welcome/posters>

Documentary: "The Visual Language of Herbert Matter", available on paid platforms

<https://www.imdb.com/title/tt1094615/>

## **FOR TEACHER REFERENCE ONLY – CURRICULUM CONNECTIONS**

<b>Cross Curricular and Integrated Learning</b>	Language Arts
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*Language Arts (Media literacy)*

### **Collage Inspired by Barbara Kruger**

Explore Barbara Kruger's collages and discuss ideas that she provokes through her work.

Create a collage inspired by Barbara Kruger.



### **Curriculum Expectations**

**The Arts (Visual Art)**

*Fundamental Concepts:*

**Elements of Design** (line, shape and form, space, colour, texture, value)

**Principles of Design**

Grade 7: Unity and Harmony

Grade 8: Movement