Elective Virtual Learning

7th & 8th Grade Multimedia
Telling a Story through Graphic Media
April 21, 2020

7th & 8th Grade Multimedia
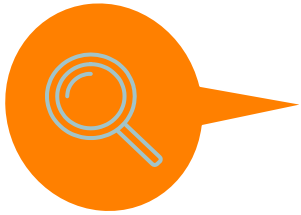Lesson: April 21, 2020

Objective/Learning Target:
Create a Poster in Adobe Spark

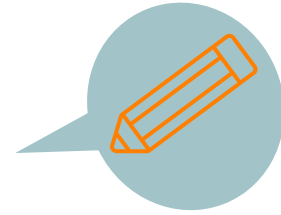**Warm-Ups:**

Quick Write: What kind of posters do you see everyday?
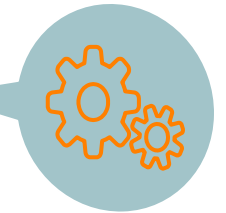List at least 5 you have seen recently.

1.

2.

3.

4.

5.

Not Sure? Here are a few:

Do a search for "popular posters" or look through books, magazines, etc. for more ideas…list some of the ones you like & why.

Lesson/Background:

What makes a good poster?
READ THESE SIMPLE GUIDES AND USE THEM AS WE GET READY TO CREATE A POSTER IN ADOBE SPARK TODAY!

Goal
Your goal directly determines the outcome of media you create. Is it to generate excitement or promote something? The message you're trying to convey should be clear.

Audience
You MUST understand your audience. You need to think about the who. Who are you designing this for?

Imagery
Imagery (photos, icons) can be a great way to stand out and make an impact. Images attract attention.

Color
Color is one of the most important elements when it comes to visual design. DO NOT overloading with conflicting colors. Creating a colored poster enables the use of branding (think Coca-Cola & Red).

Format and structure
Format and structure can often neglect the positioning of important elements. Know what the Rule of Thirds is? If not, check **THIS** out before making your design.

Text
Text plays an important role in displaying information & getting your message across. You must ensure that the text is gripping, engaging and stands out.

Practice:
Log into ADOBE SPARK.
Go back to your favorite things and consider what kind of poster you might make.
Sketch out ideas on paper or in your head (see #1 below).

Watch the video to see how to put together a poster in Spark Post
Create a Poster(with a purpose in Spark

Don't be afraid to look at the samples and templates. There are over 20,000 so don't get lost in them but be sure to use one, because you can then customize it the way YOU want! You do not have to create something from Scratch, but of course you can if you want!
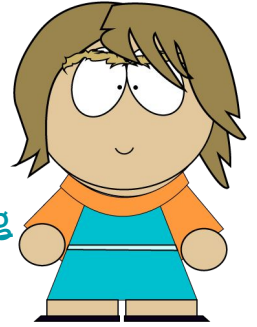
Now it's YOUR Turn
1. Organize & plan your idea for your own poster using this graphic planner
2. Use this to explore templates in Adobe Spark Post that will work best for your idea.
3. Remember this should be in the size of a poster
   a. so choose a template from a flyer
   b. or a flyer from scratch
4. Gather any images you need to upload and begin creating!

Self- Assessment:
How do Graphic Posters impact people?

Share your work with me & be sure to copy your teacher or family if you choose!

See the short video on how to download your Post
HERE

lisa_douthit@isdschools.org

Questions? Email Me!

Extend Your Learning:
Take your skills higher!
Did you also know Adobe Spark works on iOS (iPhones, IPads) and Android devices? It is a great quick and easy way to add slick graphics and text to your social media posts.
You can find those in these links: **GooglePlay** & **AppleAppStore**

Try creating a couple of Social Media posts! Square ones work, but there are also templates for Instagram, SnapChat, Twitch & More. Share one of the social media pieces you create!

Nowlin Students, remember our self portraits? Here is one of them you can try on a mobile device

Claudio Zavala Jr. has some other awesome tutorials for Spark TOO!

A FILM BY JAMES GUNN
GUARDIANS OF THE GALAXY

"What has the galaxy ever done for you?"

JASON MRAZ
21.08.13 | warszawa | palladium   GO AHEAD   start: 19.00 | bilety: 105 - 120 zł

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A FILM BY PATTY JENKINS
WONDER WOMAN

"Only love will truly save the world."

Spark Poster Plan Sheet

Audience:

Goal:

Imagery:

Poster Type:

_____

Who or What:

Where & When:

Location / Time:

Color:

Text:

Format & Stucture:

Don't forget the rule of thirds!

Extra notes, sketches, ideas