

THE POSTER

AS A MEDIUM TO PROMOTE



MEDITERRANEAN FOOD

Título de la unidad:

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1. Objetivos de aprendizaje / Criterios de evaluación	<p>-Planifica y reflexiona de forma individual y cooperativa el proceso de realización obras gráfico-plásticas partiendo de unos objetivos prefijados, revisando y valorando durante cada fase el estado de su consecución.</p> <p>-Analiza de manera crítica y constructiva las imágenes que nos rodean y comunicarnos por medio de imágenes y el inglés.</p> <p>-Desarrolla y mejora las habilidades, destrezas y los conceptos de Arte impartidos en el aula (en inglés) demostrando con la práctica una comprensión correcta y posterior asimilación.</p> <p>-Hace uso del inglés en presente simple, utilizando palabras claves, respondiendo preguntas, elaborando preguntas (sencillas).</p> <p>Comprende la información global y específica de mensajes orales y escritos en lengua inglesa relativos a su persona y a su entorno más cercano.</p>
2. Contenido de materia	<p>-Percepción y comunicación visual, elementos básicos del lenguaje visual.</p> <p>-Los métodos creativos gráfico- plásticos aplicados a procesos de artes plásticas y diseño.</p>
3. Contenido de Lengua / Comunicación	
Vocabulario	<p>El vocabulario de los temas del bloque de PERCEPCIÓN Y COMUNICACIÓN VISUAL, diseño gráfico y publicidad ,así como los elementos básicos del lenguaje visual.</p>
Estructuras	<p>Present simple.</p>
Tipo de discurso	<p>Discurso informativo, expositivo, motivacional y persuasivo.</p>
Destrezas Lingüísticas	<p>Speaking and listening. Hace uso del inglés, utilizando palabras claves, respondiendo preguntas, elaborando preguntas (sencillas). También crea juego de palabras y frases originales.</p>
4. Procesos cognitivos	<p>-Percepción, atención, aprendizaje, lenguaje, creatividad y motivación.</p>
5. Tareas	<p>Actividad 1: Exposición, debate, lluvia de ideas...</p> <p>Actividad 2: Diseño del cartel.</p>

	6. Metodología
Organización y distribución en la clase / tiempo	<p>Aprender el lenguaje específico de la asignatura de Plástica puede resultar más sencillo si se estudia por aplicación, por repetición diaria mientras se trabaja: "Learning by doing" .Los alumnos ya han estudiado todos los conceptos en el contexto de los temas correspondientes, Percepción y Comunicación Visual, Fundamentos del Diseño. Los terminan de asimilar con actividades prácticas como la del diseño del cartel.</p> <p>La actividad se plantea y se debate de manera grupal (debate, lluvia de ideas...). El diseño final es individual.</p>
Recursos / Materiales	<p>Pizarra digital, libro de texto. Auxiliar de conversación.</p>
Competencias básicas	<p>La competencia conciencia y expresiones culturales (CEC)</p> <p>El desarrollo de la competencia comunicación lingüística (CCL)</p> <p>La competencia aprender a aprender (CAA)</p> <p>Sentido de iniciativa y espíritu emprendedor.</p>

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The graphic design of a poster is going to contribute (as a cross-curricular topic) to the understanding of some basic elements of design and publicity, eating healthy and all undertaken in the English language.

MEDITERRANEAN FOOD

Healthy eating means eating a wide variety of nutritious foods from all of the food groups. These foods contain lots of vitamins, minerals and fibre . Eating a wide variety of foods from all food groups will help you grow. Some foods contain too much sugar and fat and not many vitamins or minerals.

The "Mediterranean Diet" describes a delicious, health-promoting way of eating and drinking. For this reason the Mediterranean Diet is regularly described as the "gold standard for healthy eating."This eating pattern is based on foods and drinks that have traditionally been consumed by people living in the countries bordering the Mediterranean Sea.



THE DESIGN OF A POSTER TO PROMOTE MEDITERRANEAN FOOD

A GREAT POSTER IS...

readable,

Readability is a measure of how easily the ideas flow from one item to the next. Text that has lots of grammatical problems complex or passive sentence structure, and misspellings is "hard to read".

legible,

If a text is legible, it can be deciphered. A common error in poster presentations is use of fonts that are too small to be read from 6-10 feet away, a typical distance for reading a poster.

well organized,

Spatial organization makes the difference between reaching 95% rather than just 5% of your audience.

Succinct,

Studies show that you have only 11 seconds to grab and retain your audience's attention so make the punchline prominent and brief. Most of your audience is going to absorb only the punchline. Those who are directly involved in related research will seek you out anyway and chat with you at length so you can afford to leave out all the details and tell those who are really interested the "nitty gritty" later.

TO BEGIN:

You can find all kind of examples of posters in the street, in magazines, in internet...Do not copy but get inspired!

Who is your audience,

People of all ages, especially kids.....

Decide what the main message is,

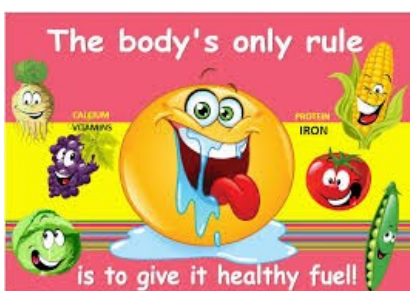
"Eat Mediterranean food because it is healthy"

Find information in internet.

Keep it short t and make this your title! Use the active voice and avoid the verb "to be" whenever possible.

Find a slogan,

Choose a catchphrase that represents the message . A brainstorm should help.



Measure the space you have,

Laying out the space physically as well as on paper is a quick way to double check yourself. If you can, make the poster flexible enough to change the size by adding or omitting elements.

Lay out your elements crudely,

Before you actually spend time making the final elements of the poster, take pieces of paper that are about the right size and see if you can actually make it all fit. This will save you a lot of time in the long run.

ELIMINATE all extraneous material. Given that the average poster gazer spends less than 10 minutes on your work and you have 11 seconds to trap your subject before they move on, only show data that adds to your central message.

POSTER LAYOUT

How to arrange poster elements and text .

Space is important in a poster: without it, your reader has no visual pauses to think. Books leave space on the margins and by having chapters. Posters that are crammed with information are tiring to read and are seldom read in their entirety. Omit all extraneous text or visual distractions, including borders between related data and text, so the reader can assimilate your ideas easily.

Size of poster elements or the fonts in each element can serve to emphasize the main points. For example, making your subheadings in all capitals and significantly larger than the rest of the text on the same panel will draw the reader's eye first, and so be emphasized. You will lend the most power to your words if you spatially arrange the text in each panel of your poster following the same principles used for the poster layout as a whole.

FONT CHOICE:

A good rule is to stand back from your own poster: if you, who is familiar with the material, cannot easily read it from 6 feet away, your audience will certainly not be able to.

The style of the font has to be connected with the message.

COLOR

Ways to add color,

Choosing colours that do not distract from the information but instead enhance the message is key .

Contrast,

Proper contrast will reduce eye strain and make the poster more legible and interesting visually. Again, be careful that the color does not outclass the visual impact of your data: too much contrast is hard on the eyes and can distract the reader from your data. Adding light color backgrounds to your figures can make the poster attractive. For example, using white lettering and lines on a blue background can make your poster eye-catching. Poster elements can also be double matted to add interesting contrast.

MEDIUM

In the arts, a media or medium is a material used by an artist or designer to create a work: pastel crayon, gouache, watercolor, collage, photography, digital... Again , choose the most suitable for the message.

