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ALBUM LESSON PLANS: A IS FOR EVERYTHING AT THE UNIVERSITY OF THE ARTS

Album Description

Collection of lesson plans from the University of the Arts TPS course A Is for Everything: How Typography Shapes Our Language and Culture. These lesson plans were selected and edited by UArts TPS Coaches.

3 - 5 6 - 8 9 - 12 Art/Music English/Language Arts Social Studies/History UArts typography graphic design

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ABSTRACT SHAPE PORTRAITS LESSON PLAN

Teaching Notes:

Silvino Alexander

July 27, 2018

Abstract Shape Portraits

Visual Arts

3 - 5 6 - 8 Art/Music UArts studio art

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PLEASE VISIT: 21ST CENTURY WPA TRAVEL POSTERS

Teaching Notes:

Lisa Noce

July 27, 2018

Please Visit: 21s?t? Century WPA travel posters

Inspired by the Works Progress Administration travel Posters from the Great Depression students will make a reduction block print that creatively incorporate text and imagery in a united composition to positively promote a location of significance to them.

9 - 12 Art/Music English/Language Arts studio art graphic art UArts

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LET'S ILLUMINATE OUR CLASSROOM WITH KINDNESS

Teaching Notes:

Karen Mummey

Let's Illuminate our Classroom with Kindness

August 2018
Students at the K-5 elementary level are exposed to both an academic curriculum, as well as a social curriculum where they practice mindfulness and empathy. Although many schools acknowledge these character traits by simply posting rules on the wall or reciting a daily pledge to be kind, this activity will ask the students to brainstorm various empathetic traits demonstrated among people and will require the learners to visually represent the word itself as beautifully as the idea it represents. The students will begin studying typography through primary sources such as: illuminated manuscripts, posters, advertisements, historical political documents, fraktur designs, and children's literature, to name a few! The resulting composition will visually communicate the beauty of words. The students will begin with practice sessions in their sketchbook before deciding on a final design. Multiple art mediums will be available for completion of the art piece to further challenge the student artists to consider how to successfully implement the elements and principles of design. The post-studio activity will require the students to "pair-and-share" the product and process with a peer for reflection.

Pre K - 2 3 - 5 Art/Music English/Language Arts studio art graphic art empathy education

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CULTURAL CRITICISM THROUGH RHETORICAL ANALYSIS OF ADVERTISEMENTS

Teaching Notes:

E. Anderson

Studying the Past, Imagining the Future:
Cultural Criticism through Rhetorical Analysis of Advertisements

26 July, 2018

Throughout the the book ?Fahrenheit 451,? a number of characters make an effort to influence Montag, the protagonist. These moments of influence include speeches and advertisements, making the text ideal for honing the skills of rhetorical and logical analysis.

This plan aims to review the basics of rhetorical analysis with which students are already familiar. Then, by examining print advertisements, students will extend the scope of their analysis to include visual and typographical elements as well as textual ones while also gaining insight into the culture of the 1950s which shaped the production of Bradbury’s text. Last, they will use their observations to guide them in conducting cultural criticism, and use their observations of their own cultures to speculate about the trends and trajectories of our culture.

9 - 12 Art/Music English/Language Arts graphic design UArts