Unit 2: Art on the Move: Travel Poster Design

Content Area: **Art**
Course(s): **Art Experience, Design for Business and Industry**
Time Period: **September**
Length: **5 blocks**
Status: **Published**

Enduring Understandings

Posters have been used as marketing devices for over two hundred years. They have been displayed in public places all over the world.

Posters are made to be visually striking, to attract the attention of the viewer and entice us to attend specific events or purchase particular products or services.

Travel poster advertising or proposing a travel destination, through artistic articulation was a successful source of travel marketing in the 1920s and 30s.

Railways, special events or activities, swanky ocean liners like the Titanic, were subjects of vibrant visual media, ushering a new era of excitement about the adventures of travel, channeled through the language of design.

Essential Questions

How has the industry of travel changed since the 1920s?

How has the Internet impacted the marketing and sale of travel?

What is the difference between the artistic articulation of travel displayed in vintage posters and the contemporary advertising layouts that you see today?

What is the advantage to creating an illustration or design versus using a photograph of the same place for marketing travel?

Content

Unity

Balance

Harmony

Emphasis

Line

Color

Composition

Layout

Skills

Create a poster for a desired place of travel using the principles of design.

Demonstrate knowledge of the art elements when developing layout, composition and text.

Demonstrate knowledge in a particular medium that will bring color and life to the poster design.

Serve as a test audience to peers and provide constructive criticism for improvements

Resources

iPad Pros and Apple Pencils

Printer for Student Photos and Artwork

Standards

VPA.1.1.12	All students will demonstrate an understanding of the elements and principles that govern the creation of works of art in dance, music, theatre, and visual art.
VPA.1.1.12.D	Visual Art
VPA.1.1.12.D.2	Translate literary, musical, theatrical, and dance compositions by using them as stimulus/inspiration for corresponding visual artworks.
VPA.1.3.12	All students will synthesize those skills, media, methods, and technologies appropriate to creating, performing, and/or presenting works of art in dance, music, theatre, and visual art.
VPA.1.3.12.D	Visual Art
VPA.1.3.12.D.1	Synthesize the elements of art and principles of design in an original portfolio of two- and three-dimensional artworks that reflects personal style and a high degree of technical proficiency and expressivity.
VPA.1.3.12.D.2	Produce an original body of artwork in one or more art mediums that demonstrates mastery of visual literacy, methods, techniques, and cultural understanding.

VPA.1.4.12	All students will demonstrate and apply an understanding of arts philosophies, judgment, and analysis to works of art in dance, music, theatre, and visual art.
VPA.1.4.12.B	Critique Methodologies
VPA.1.4.12.B.2	Evaluate how an artist's technical proficiency may affect the creation or presentation of a work of art, as well as how the context in which a work is performed or shown may impact perceptions of its significance/meaning.