
	<p>DT Home Learning Year 9 Save The Ocean Graphic Design</p>	
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Name _____

Tutor Group _____

Teacher _____

Given out: Monday 20 January Hand in: Monday 27 January

Parent/Carer Comment

Staff Comment

Target

TASK 1



WHAT GOES IN THE OCEAN GOES IN YOU.

RECENT STUDIES ESTIMATE THAT FISH OFF THE WEST COAST INGEST
OVER 12,000 TONS OF PLASTIC A YEAR. FIND OUT HOW YOU CAN HELP
TURN THE TIDE ON PLASTIC POLLUTION AT WWW.SURFRIDER.ORG/RAP

Creative
print ads
target
plastic
pollution

Craving a little
sushi?

This clever
campaign by
Surfriders
reminds us that
sea pollution is
an issue for all
of us.

What goes into the ocean, goes into you, as this ad brilliantly illustrates. Easily mistaken for food, marine plastic – which comes primarily from land-based sources - is ingested by fish and ocean mammals.

The image in the advertisement clearly shows the sushi wrapped in plastic bags. Having such a bold image immediately causes the viewer to feel some type of emotion. Some may feel sick, some may feel confused, and others may feel angry. Any of these emotions evoke some type of thought process, which is what Surfrider is trying to do.

At a first glance, colours can make or break a visual. Surfriders' advertisement catches the viewers' eye and then keeps them interested because they can look at it in terms of their own personal lifestyles.

The white background in this particular visual sends out a message of universality. Not having a specific background allows any reader to relate, which is necessary because pollution is an issue all around the world.

Keeping a simple white background sets the tone for the rest of the information in the advertisement.

“WHAT GOES INTO THE OCEAN GOES INTO YOU”
Advertising campaign by the Surfriders Foundation.

Answer questions in full sentences please

What is interesting and unique about this advertising campaign?

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Describe what you think is the main message in this campaign...

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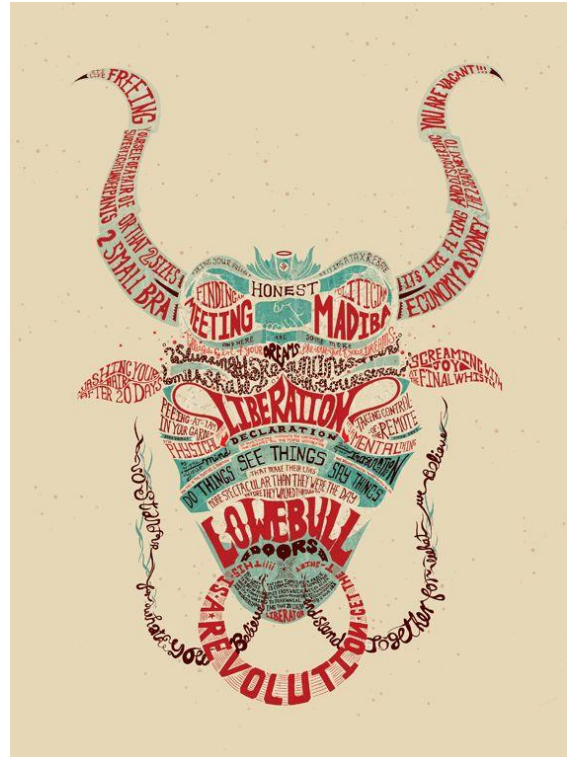
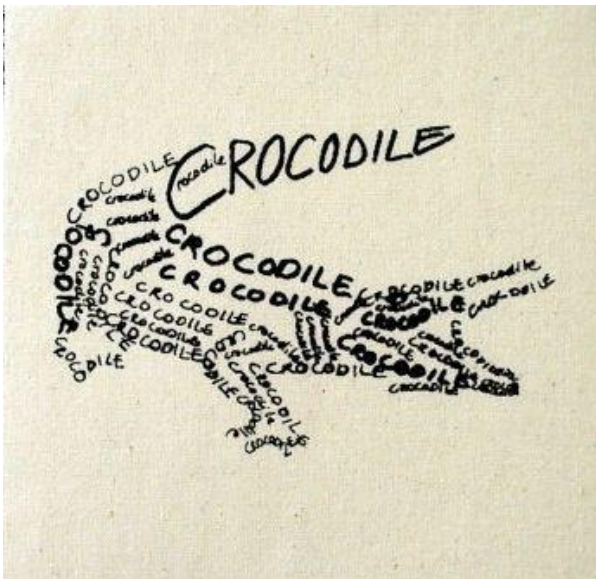
Why is it important that this message is communicated to society?
(Think about your future/ health/ animal welfare)

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Calligram Design

A calligram is text arranged in such a way that it forms a related image. It can be a poem, a phrase or a single word. The image created by the words illustrates the text by expressing visually what it says.

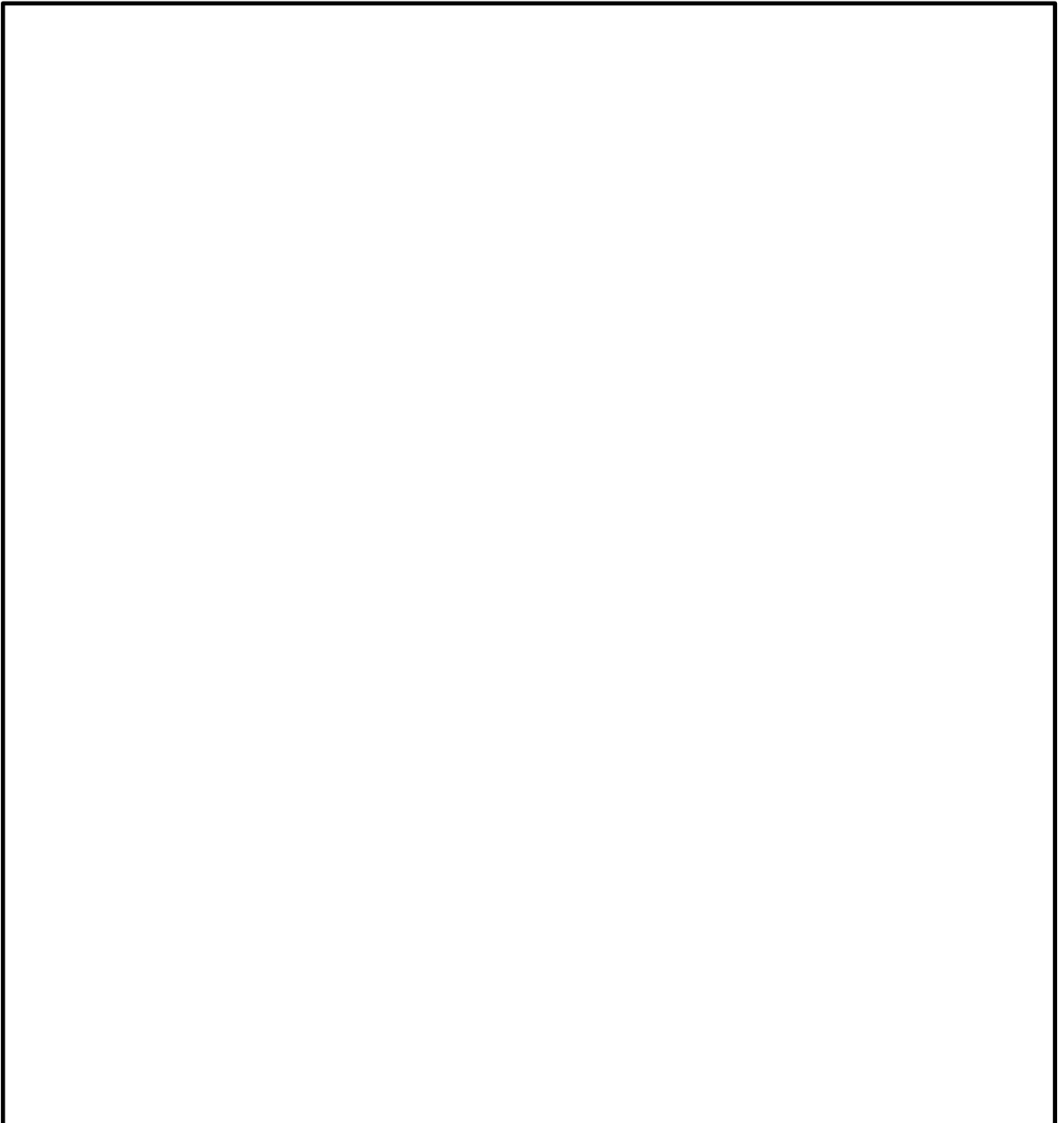
Here are some examples...



Calligram Design

Task: Design 3 or more calligrams on ocean themed words. You should spend between 10 and 15 minutes on each.

Word bank (Or think of your own to create): *Lobster, Crab, Manta Ray, Wave, Hammerhead Shark, Coral, Seaweed, Conger Eel, Dugong, Walrus, Porpoise...*

A large, empty rectangular box with a black border, intended for the student to draw calligrams. The box is currently blank.

Artist study – Katie Daisy

- Look carefully at the illustration. In the box opposite make a detailed representation of the piece. If you find the whole piece too difficult just concentrate on a smaller section (such as the whale or just the typography).
- Draw the shapes out **lightly** first with a sharp pencil. Then begin to layer tonal colouring pencil (or paint – if you have some at home)



art
by
katie
daisy

Your study of Katie Daisy's illustration in the box below. Try to fill the page!