



ART & DESIGN (GRAPHIC DESIGN) LESSON PLAN OUTLINE: DESIGN IN ADVERTISING

Lesson description

This lesson focuses on the use of design in advertising. It explores how design is used to convey messages about a brand or product and how the design of advertising needs to be not only visually attractive, but also fulfil commercial needs. Students will have the opportunity to research and study different types of advertising design and learn about the techniques used to convey advertising messages. In follow-up lessons, students can apply what they have learnt by designing their own advert.

The Lesson

Introduction

The lesson could begin by showing the students examples of different types of MINI adverts, which are available from www.mini.co.uk/mini_education. As a class, students could discuss:

- The messages they feel the adverts are conveying
- The techniques that have been used to convey the messages.

MINI advertising conveys the spirit of MINI – it is energetic, cheeky, stylish, self-confident, reliable and exciting. The class could discuss ways in which these characteristics of MINI can be conveyed through design.

Activity

Using the internet, magazines and newspapers, students should research different types of adverts. Their research should provide them with an awareness of how the design of adverts changes depending on the type of media and audience, and what design techniques and images are used to convey different messages.

When researching different types of advertising, students could consider what messages the design is trying to convey and how effective they think this is.

Students could annotate copies of adverts with key features of the design.

Each student could choose their favourite advert and consider why they have chosen it.

Conclusion

The lesson could conclude with students showing their favourite advert to the class and briefly describing why they chose it. Have they selected it from an aesthetic point of view or because it balances commercial messages with aesthetics?



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Learning objectives

At the end of this lesson students should have developed an understanding of:

- How graphic design is used to convey information
- The role of graphic design in marketing
- The use of images and typography in advertising
- How visual images can link to advertising messages
- The need to balance aesthetic and commercial considerations.

This lesson is designed to develop key skills:

- Determine relevant sources of information
- Research and investigate a problem
- Explore and develop ideas
- Evaluate work.

Cross curriculum connectivity

- Information and Communication Technology skills

Follow-up lesson

Students could design their own poster to advertise a brand of their choice, using the method they feel is most appropriate. They could save images at different stages of the development process to show how their ideas have developed.

Independent learning activity/homework

- Create a reference bank of material, in a sketchbook and/or in digital form that illustrates the different techniques used in advertising design.
- For a brand of the student's choice, record ideas in a sketchbook that represent the different characteristics of the brand. The students could also record ideas that represent the opposite characteristics, for example, self-confident versus shy.