



Understanding Media conventions



Billboards

Design and purpose

What billboards have you seen recently?

- On a piece of paper answer the following questions:
 1. How many people saw the same ones?
 2. Were they all different?
 3. If most are the same, why? OR if most of them are different, why?

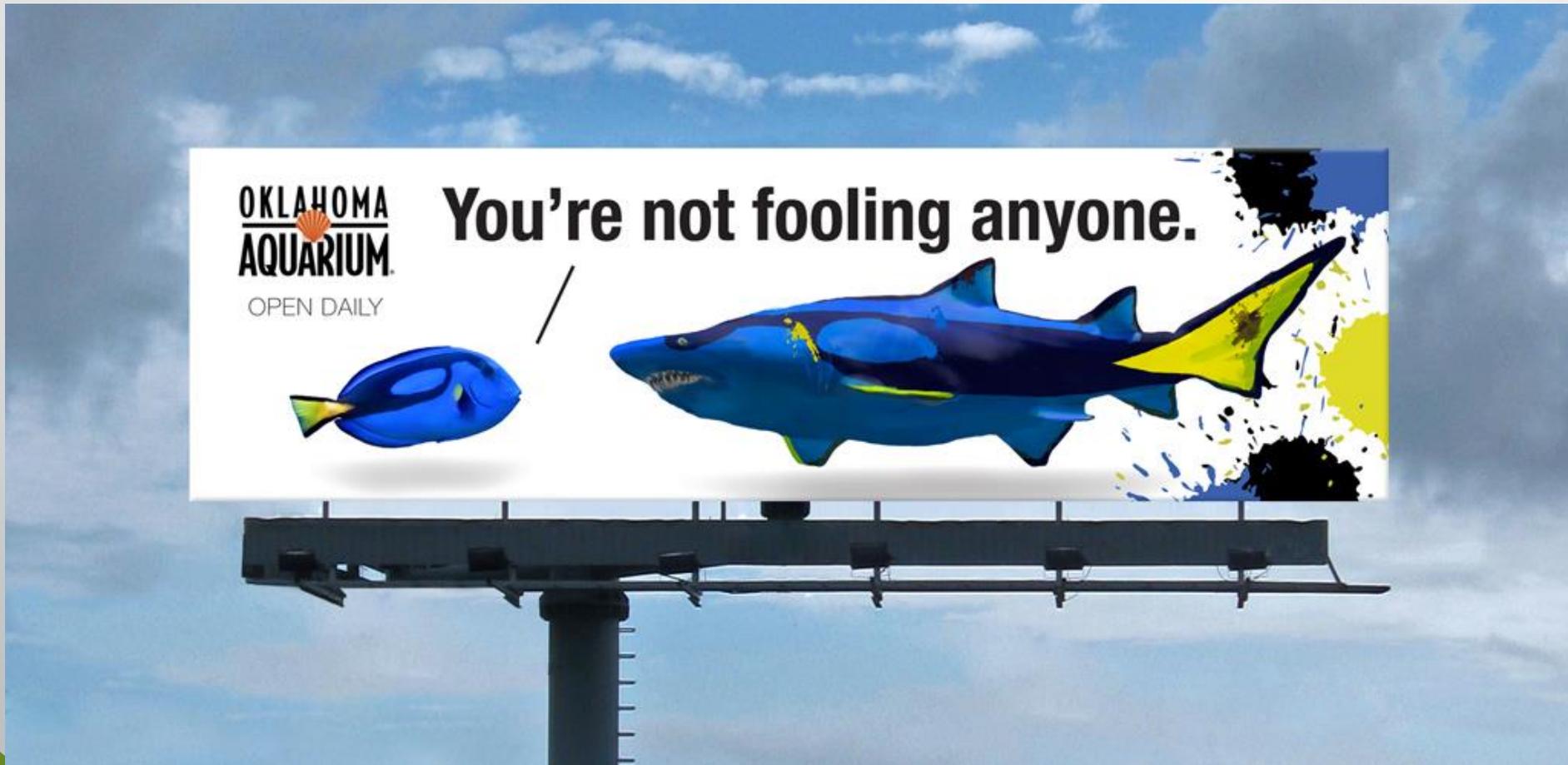
What are billboards used for?

- Think, Pair, Share
- Individually think of words that you associate with billboards
- Pair up and share your ideas with a partner
- In a group create a brainstorm with the word billboards in the middle
- Share your ideas with the class in a presentation format

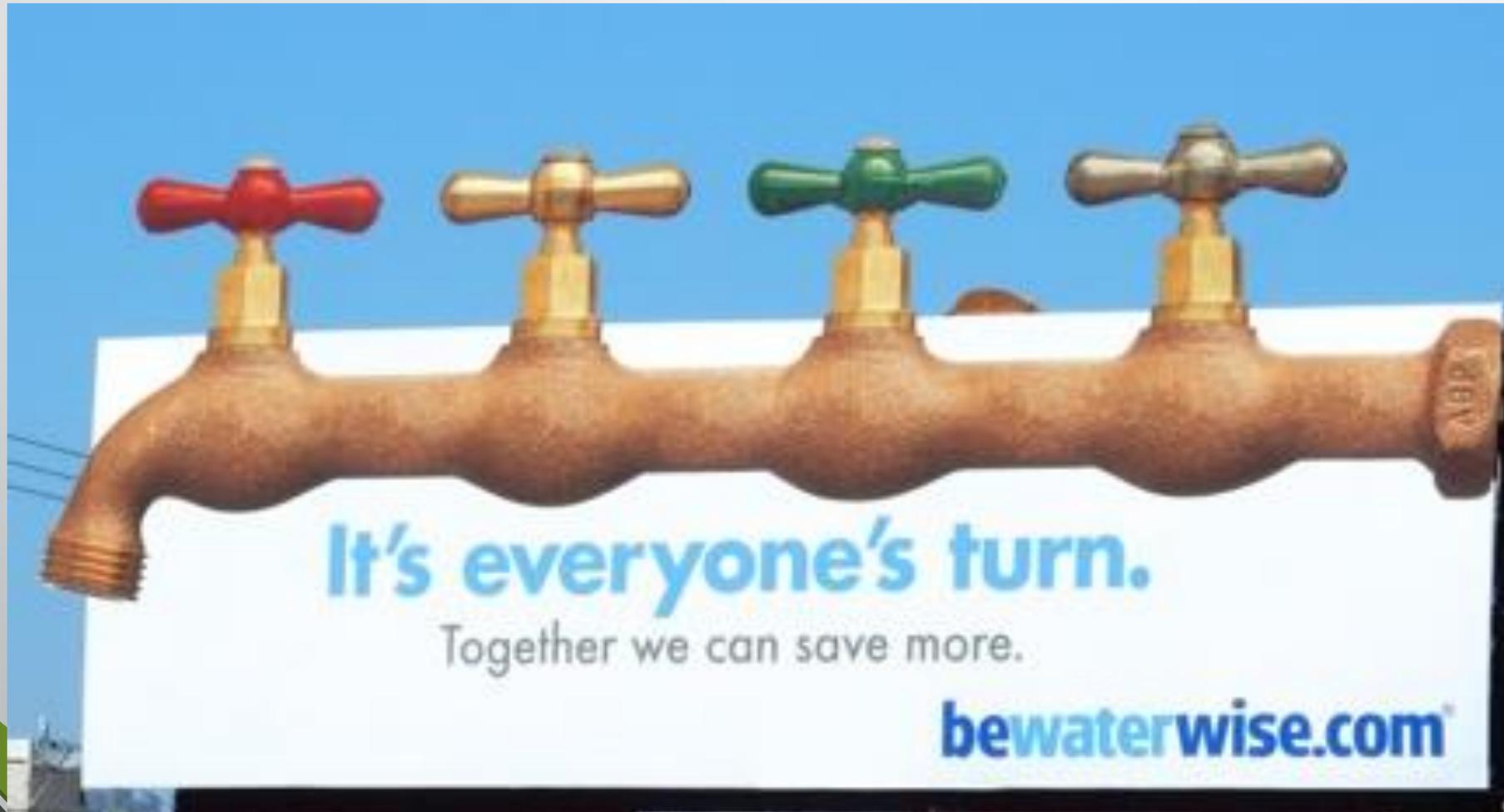
1. Identify the product that each billboard is marketing.
2. Does the billboard make sense? Explain.



1. Identify the product that each billboard is marketing.
2. Does the billboard make sense? Explain.



1. Identify the product that each billboard is marketing.
2. Does the billboard make sense? Explain.





1. Identify the product that each billboard is marketing.
2. Does the billboard make sense? Explain.

Understanding Billboards

- What is the purpose of a billboard?
- Think, pair, share
- Each group of 4 will share their understanding

Understanding Billboards

- The purpose of a billboard is to sell items but it must be in a condensed format so that it can quickly be interpreted.

How do billboards relate to PowerPoint slides?

1. They need to be brief and catch the eye of the viewer.
2. The viewer needs to experience novel changes in order to keep their attention long enough
 - Novel = new and exciting experiences
 - Also slide content should be limited
 - The more words the less attention is paid
 - BUT when PowerPoint is used to present content entertainment is not the goal.

Article and Questions

- Please read through the provided article and complete the questions

8 Important features of billboards

1. Make it Visual
2. One slide, one point
3. Make it big
4. Contrast Rules
5. Don't be afraid if images fall off the page
6. Rule of thirds
7. Empty space
8. Have a visual theme

What are the steps required to create a billboard

1. Deciding what the billboard will be about
2. Creating a sketch of the billboard and getting votes and opinions on a variety of different formats
3. Creating fully actualized (produced) billboards
 - At this point there may be 3 of the original 10 sketches
4. From the ones created 1 will be chosen
5. This will be the final version

Billboard messages

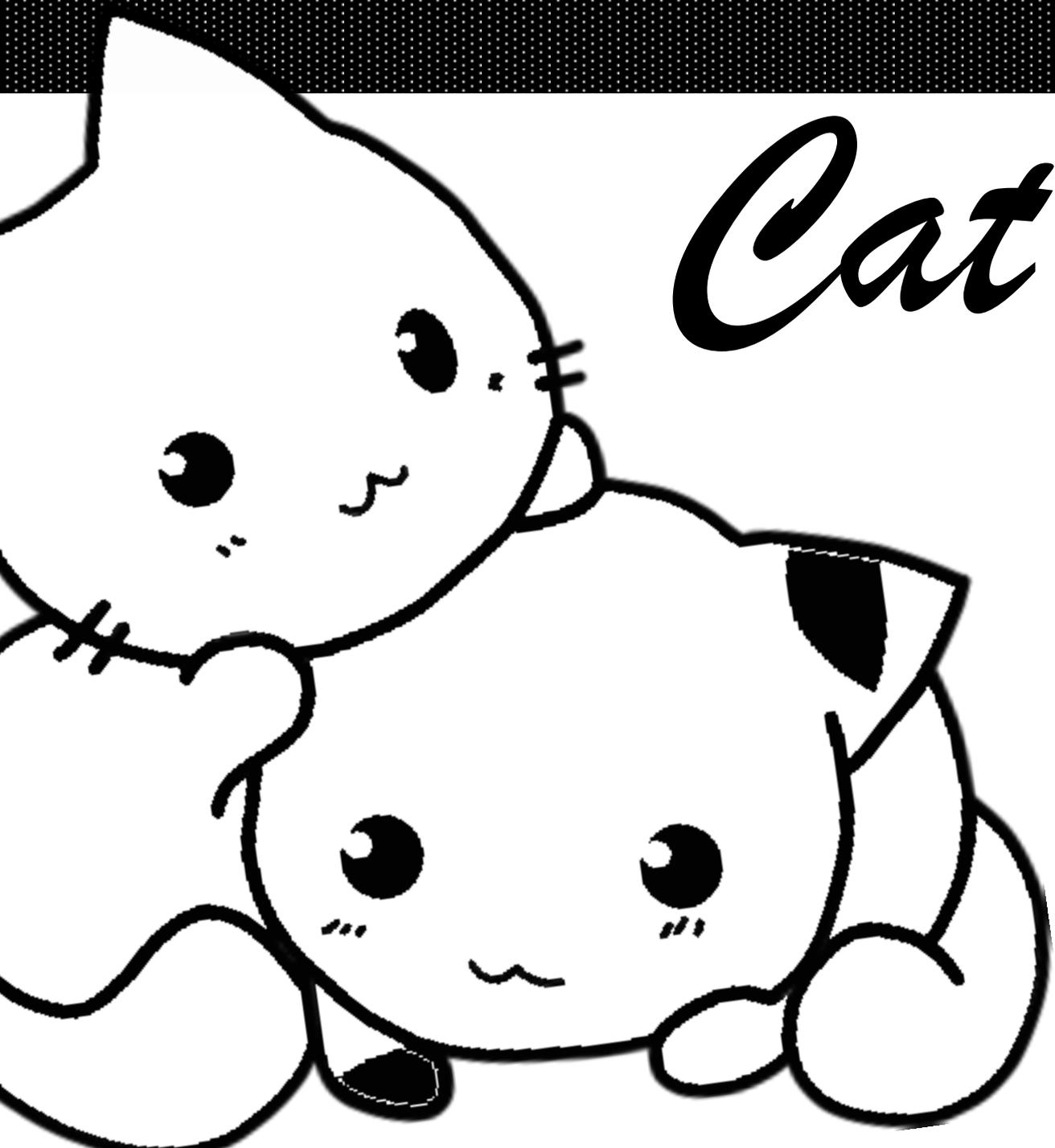
- Tend to be brief, but also they try to indicate some type of story
- Let's look at a bill board on the next slide and see what story it is implying.



What story
does this
billboard
imply?
Explain.

Billboard assignment

- On a piece of paper create a billboard
- Please ensure that you are remembering the rules of billboards from slide 13
- In the billboard create a product you wish to sell
- The topic needs to be appropriate for class
- You have until the end of the block to complete it and hand it in
- Example on next slide, you cannot use my example



Cat Sitting

Call
1-800-SIT-MEOW

References

- <http://www.presentationzen.com/presentationzen/2008/08/learning-from-the-design-around-you-ikea.html> (Article to read)
- http://www.readwritethink.org/files/resources/lesson_images/lesson1167/SlideDesignQuestions.pdf (Questions from notes and Article)

PLOs and LOs

- Digital and Non-digital Media
- Media Conventions
- Media Production skills
- Moral Ethical and legal considerations and regulatory issues