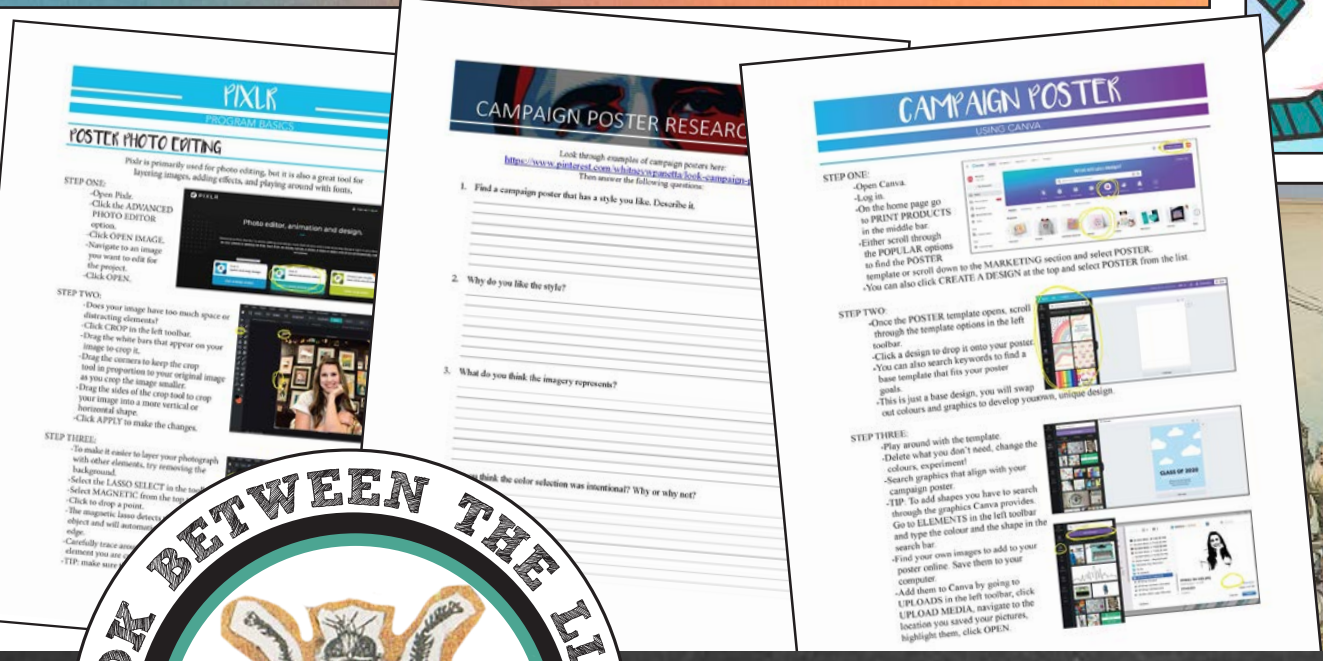
INTRO TO DIGITAL DESIGN

CAMPAIGN POSTER CANVA



LOOK BETWEEN THE LINES
BY WHITNEY PANETTA

DESIGN A CAMPAIGN POSTER: USING CANVA TO DESIGN A POLITICAL THEMED POSTER

ART & POLITICS

CAMPAIGN POSTERS

BIG IDEA:
- Conveying a message

ESSENTIAL QUESTIONS:
- How can you convey a message through an image?
- What is an issue that is important to you?
- How can you design a campaign poster that reflects an issue impo

OBJECTIVES: Students will…
- Learn about the history of campaign posters
- Look at examples of campaign imagery.
- Look at how the principles of design impact a design .
- Practice the basics of using Canva (if not previously completed).
- Complete handouts to help inspire their project.
- Create a campaign poster using Canva.
- Write an artist statement explaining the intent behind their design.
- Participate in a critique of their finished design.

STANDARDS: http://www.nationalartsstandards.org/

- b. Describe, compare, and analyze how various forms, method in media artworks interact with personal preferences in influen audience experience.
- 7th grade: Media Art/Creating: MA:Cr2.1.1.7
  - a. Design, propose, and evaluate artistic ideas, plans, prototype and production processes for media arts productions, consideri expressive intent and resources.
- 7th grade: Media Art/Producing: MA:Pr6.1.7
  - a. Evaluate various presentation formats in order to fulfill vari and defined processes in the presentation and/or distribution o artworks.
  - b. Evaluate the results of and improvements for presenting me artworks, considering impacts on personal growth.
- 8th grade: Media Art/Responding: MA:Re7.1.8,
  - a. Compare, contrast, and analyze the qualities of and relations between the components and style in media artworks.
  - b. Compare, contrast, and analyze how various forms, methods in media artworks manage audience experience and create inte
- th grade: Media Art/Creating: MA:Cr1.1.1.8
  - ideas, goals, and solutions for original media artwo processes, such as divergent th

- Visual Arts/Creating, 8th, VA:Cr2.3.8, Select, organize, and design images and words to make visually clear and compelling presentations.

High School:
MEDIA ART:
- Proficient: Media Arts, Responding: MA:Re7.1.HSI
  - a. Analyze the qualities of and relationships between the components, style, and preferences communicated by media artworks and artists.
  - b. Analyze how a variety of media artworks manage audience experience and create intention through multimodal perception.
- Proficient: Media Art, Creating: A:Cr2.1.1.HSI
  - a. aesthetic criteria in developing, proposing, and refining artistic ideas, plans, prototypes, and production processes for media arts productions, considering original inspirations, goals, and presentation context.
- Proficient: Media Art, Creating: MA:Cr3.1.HSI
  - a. Consolidate production processes to demonstrate deliberate choices in organizing and integrating content and stylistic conventions in media arts productions, demonstrating understanding of associated principles, such as emphasis and tone.
  - b. Refine and modify media artworks, honing aesthetic quality and ating stylistic elements, to reflect an understanding of

- a. Consolidate production processes to demonstrate deliberate choices in organizing and integrating content and stylistic conventions in media arts production, demonstrating understanding of associated principles, such as continuity and juxtaposition.
- b. Refine and elaborate aesthetic elements and technical components to intentionally form impactful expressions in media artworks for specific purposes, intentions, audiences and contexts.

ART:
- Visual Arts/Creating, proficient, VA:Cr1.2.HSI, Shape an artistic investigation of an aspect of present-day life using a contemporary practice of art or design.
- Visual Arts/Creating, accomplished, **VA:Cr2.2.HSII,** Demonstrate awareness of ethical implications of making and distributing creative work.

SUPPLIES:
- Access to Canva
- Access to the internet and YouTube to watch

PRODUCT:
- Campaign poster research sheet
- Campaign brainstorm sheet
- Campaign Poster design
- Critique reflection sheet

PRINTABLES:
- Campaign poster research sheet
- Campaign brainstorm sheet
- Canva program basics
- Project how to
- Project checklist
- Critique sheet
- Critique labels
- Rubric

RESOURCES:
- https://www.historyassociates.com/history-of-presi
- http://www.rooseveltthouse.hunter.cuny.edu/seehow gins-of-modern-campaigning/
- https://abcnews.go.com/Politics/OTUS/slideshow/pr posters-run-gamut-bold-bizarre-16602309/image-168
- https://www.theatlantic.com/entertainment/archive/ of-stunning-and-strange-presidential-campaign-posters
- https://en.wikipedia.org/wiki/Barack_Obama_%22Hop

VOCUBULARY:
- Principles of design: The building blocks of a design. Includes balance, co emphasis, hierarchy, movement, pattern, proportion, repetition, rhythm, un variety, white space.
- Balance: Using symmetrical, asymmetrical, and radial balance to help mak visual weights of the elements look even in a design.
- Emphasis: Bringing focus to the most important elements in a design throu use of color, line, contrast, and similar.
- Hierarchy: Ranking the importance of elements in a design and brining foc the most important information first through the use of emphasis, color, lin contrast, and similar.
- Unity: Visual tying the elements of cohesive
- Typography: The fo erif, sans s decorat

- Pass out the critique reflection sheet. Have students walk around and fill out the sheet.
- After they finish labeling move into a verbal critique. Talk about why students thought certain aspects were successful in designs. If one overwhelmingly receives the best design recognition talk about why it was successful.
- Encourage students to offer constructive criticism and positive comments as you move through the critique.
- At the end of class have students turn in their critique reflection sheet (participation grade), project (project grade), and artist statement.

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- They are learning basics of the program to help with their branding brochure, but they will learn tools more specific to their designs tomorrow.
- Pass out the Canva Basics handout and have students walk through the steps to familiarize themselves with the program.
- If they move through the steps quickly, they can continue working on their campaign poster research sheet.
- The research sheet should be collected for a participation grade once they finish.
- Have students clean up the last few minutes of class.

DAY 3: Project Start
- Once students arrive have them get out notebooks, sketchbooks, etc. to take notes during the presentation. Pull up the CampaignPoster How To PowerPoint.
  - Engage students in a discussion as you go through the slides.
  - Look at details of the project example.
  - Give an overview of the design process.
  - Go through steps they will complete to create their poster.
  - Review the assignment and grading expectations.
  - Take any questions.
- After the presentation pass out the campaign poster information sheet.
- Collect the brainstorm sheet to check for a participation grade when they are finished.
- Once the majority of the class is done, pull up your Pixlr for another demo.
  - Walk through cutting out a section of an image, posterizing, a few editing tips, just to familiarize them with the program.
- Pass out the Campaign Poster Design How To and Pixlr photo editing handouts to reference as they start working.
- Allow students to get started digitally designing, finding inspiration, watching how to design videos, and similar.
- They can pair up to take pictures of each other as needed.
- Float and help as needed.

DAY 4-7: Studio Time
- Allow students to get to work as soon as they arrive.
- Float and help as needed.
- Continue to share demos as needed. Every class is different this may work better one on one with students than as a class demo.
- Day 7 remind students their projects will be due at the end of class the following day.

DAY 8: Critique and Submission
- Allow students to work the first part of class to finalize their designs.
- Once they are finished either have them print their final cardstock or pull up their

LESSON PLAN:

BIG IDEA, ESSENTIAL QUESTIONS, US NATIONAL STANDARDS, STEP-BY-STEP INSTRUCTIONS

Art + Politics

Campaign Posters

What is a campaign poster?

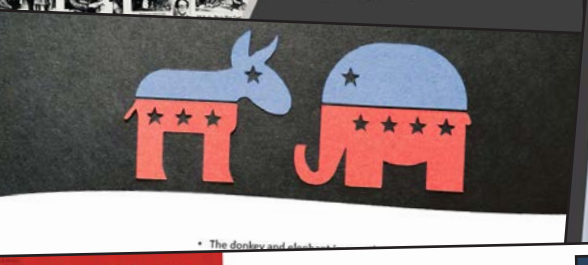
- A campaign poster is used in politics for:
  - Developing name recognition.
  - Sharing information about what the candidate is running for.
  - Conveying a message about issues they

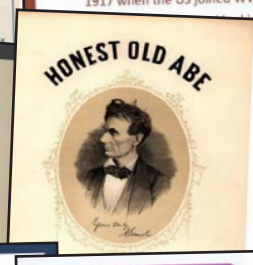
Campaign Posters

- Campaign posters can help push an idea, a party, or a specific person.
- For example, the "I want you" military poster is a campaign poster.
- This poster pushed for military recruitment in 1917 when the US joined WWI.

History of Campaign Posters

- In the early years of the United States it was unheard for candidates to campaign for their seats.
- In 1844 President Polk was quoted saying: "It has been well observed that the office of President of the United States should neither be sought nor declined."





History of Campaign Pos

- In the early 1800s campaign songs were more co
than posters.
  - Often the words of Yankee Doodle were char
lyrics for the candidate.
- Campaign posters, flyers, and similar began gainin
popularity in 1864 when Abraham Lincoln was

History of Campaign Posters

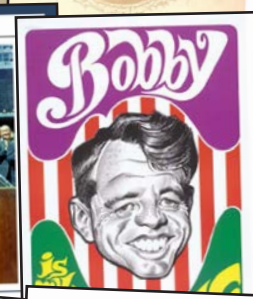
- From the late 1800s to early 1900s the wordy posters previously created were replaced with larger images, often with the candidate's face, and shorter slogans.
- This poster is of republican candidate, William L. McKinley in 1896.

Calvin Coolidge

- This 1924 poster is an early example of using slogans.
- "Keep cool with Coolidge" was one of Calvin Coolidge's campaign slogans.

FUN FACT:

- In 1960 the first televised debate between presidential candidates was aired.
- The debate was between Richard Nixon and John F. Kennedy.
- This debate helped swing the public to JFK's favor thanks to his charisma.

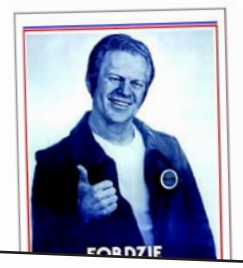


Bobby Kennedy

- Bobby Kennedy's 1968 campaign poster was de
appeal to younger voters.

Gerald Ford

- In 1976 Gerald Ford ran a campaign inspired by Fonzie from Happy Days to reference more carefree days before Watergate and Vietnam.



Jimmy Carter

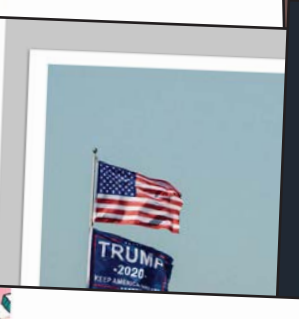
- Jimmy Carter ran against (and beat) Gerald Ford in 1976.
- His campaign poster focused on being the savior of America, similar to Jesus Christ being the savior of Christians.

Barack Obama

- The Obama Hope poster was designed by California based artist, Shepard Fairey, for the 2008 presidential election.
- He originally created the design using pencil, then made copies to post them on the street.
- The first versions of the posters did not come directly from the campaign but were instead spread by Fairey.
- Fairey created the poster design in a single day, referencing a photograph taken by Mannie Garcia with the Associated

The Impact of Campaigns

- Slogans, campaign posters, TV ads, and more have become an integral part of the political scene.
- Certain images and phrases will be tied long term with the candidates who use them.



FUN FACT:

- Ronald Reagan's team originally developed the slogan "Let's make America great again" during his 1980 campaign for president.
- This slogan was widely used during Trumps 2020 election campaign, shortened to "make American great again."

Dissecting a Campaign Poster

- Describe this design.
- What do you think the imagery represents?
- What do you think the colors represent?
- Do you think the poster is successful in conveying the candidate's message?
- What symbolism is she using in the poster?
- Symbolism: using images to

Dissecting a Campaign Poster

- This is Stacey Abrams who is running for governor of the state, Georgia.
- The silhouette style is similar to the Obama Hope poster, visually tying her to the democratic party.
- The circle design breaks from the traditional horizontal, rectangle yard signs or the vertical, rectangle posters.

Your Assignment

- Design your own campaign poster.
- Consider an issue that is important to you and con
idea through a slogan and imagery.
- Put together text and visuals to create an eye-catc
design that conveys your message.
- Use Canva for your design.
- Participate in a critique of the finished designs.

Campaign Poster Example

- This example includes the candidate's name and a slogan.
- They want to show their support for those from all different backgrounds and beliefs.
- The background is suggestive of rainbow, expressing support for people who identify under a range of genders and titles.

Your Grade

- Poster research
- Information sheet
- Canva design:

THE END

PRESENTATION:

CAMPAIGN POSTER HISTORY & INFO

CAMPAIGN POSTER RESEARCH

Look through examples of campaign posters here:
https://www.pinterest.com/whitneywpanetta/look-campaign-p
Then answer the following questions:

1. Find a campaign poster that has a style you like. Describe it.
2. Why do you like the style?
3. What do you think the imagery represents?
5. What do you think the colors represent?
6. What do you think they are trying to convey through the poster?
7. What symbolism have they incorporated into the poster?
8. Additional Notes:

CAMPAIGN POSTER

Gathering Information

Your Name: _____

What you are running for: _____

Important issues you want to address in your role:

Try to capture one of these issues in one sentence:

Try to simplify that even further into a single word or a few words:

Target audience (teenager, adult, etc.):

LIST IT

Write out ideas for visual, fonts, and layout for your film poster.

SKETCH IT

Sketch out ideas for your film poster

ART & ADVERTISING

PROJECT CHECKLIST

_____ Poster research sheet completed
_____ Information sheet completed
_____ Typography is used to enhance the design.
_____ A slogan is used to represent an important issue.
_____ The slogan ties to the visuals in the poster.
_____ An image of the student is incorporated into the poster.
_____ Unity is used to create a design that visually ties together.
_____ There is balance between the text and images.
_____ Symbolism is used.
_____ The design visually reflects the target audience.
_____ The critique reflection worksheet was completed.
_____ An artist statement was included.

HANDOUTS:

RESEARCH SHEET, INFO SHEET, CHECKLIST

CAMPAIGN POSTERS

Your Assignment

- Design your own campaign poster.
- Consider an issue that is important to you and convey that idea through a slogan and imagery.
- Put together text and visuals to create an eye-catching design that conveys your message.
- Use Canva for your design.

Things to Consider

- You will fill out a brainstorm sheet to think about what type of candidate you would be for public office.
- What issues are important to you?
- What visuals tie to those issues?
- What visuals represent you as a person?
- How can you sum up your platform in a short slogan?

Step One

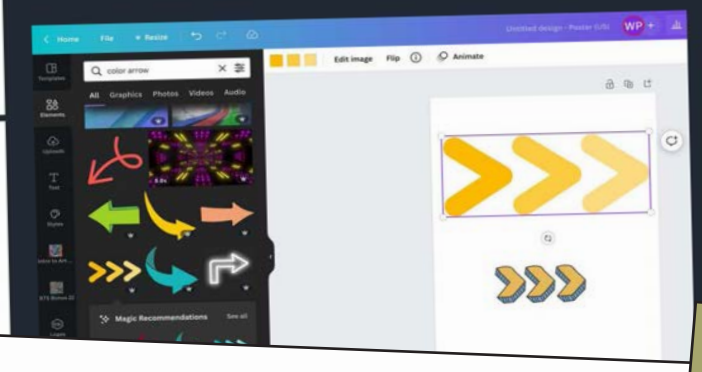
- Find a picture of yourself to include on your poster.
- You can use one you already have or partner up and have someone take it for you.

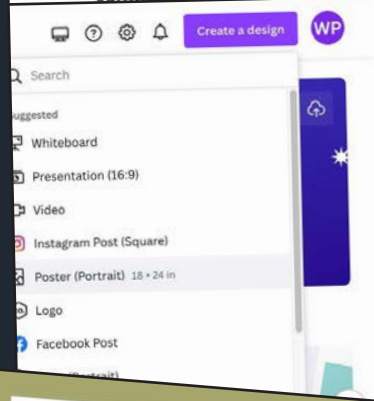
Step Two

- Open the picture in the online program, Pixlr.
- If you want to layer graphics together, remove the background.
- Play around with filters and styles.
- Save your finished picture to your computer.

Step Four

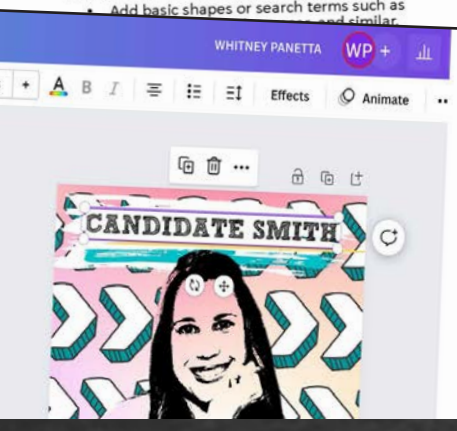
- Try looking through the templates to see if a design catches your eye.
  - You can start with a base template, but you need to edit it enough to make it your own design.
- Play with adding elements.
  - Add basic shapes or search terms such as





Step Three

- Open the online program, Canva.
- Create a new document:
  - Consider what style poster you want, vertical, horizontal, or a different shape.
  - Use a template to create a standard poster or create a



Step Five

- Continue to play with your elements.
- Push elements forwards and backwards to layer them.
- Return to Pixlr to do additional

Your Grade

- Poster research
- Information sheet
- Canva design:
  - Slogan

PRESENTATION:

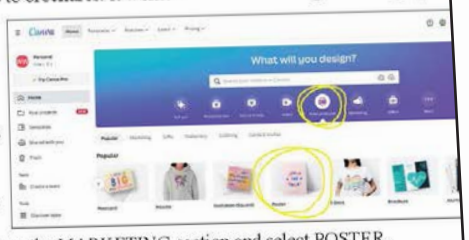
PROJECT INFORMATION & STEPS

CANVA

PROGRAM BASICS

DOCUMENT SET UP

Canva is a great tool for creating informative layout designs in a variety of templates f
presentations to booklets to brochures. It works well for combining text and graphic

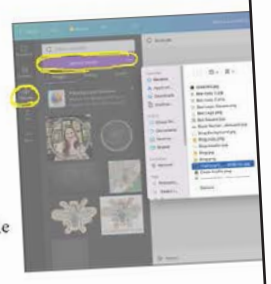


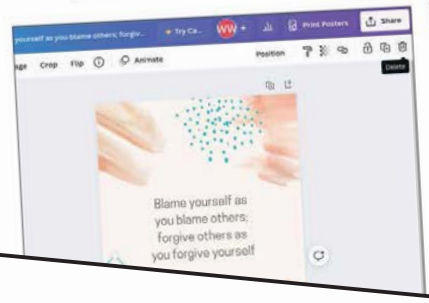
STEP ONE:
- -Open Canva.
- -Log in.
- -On the home page go to PRINT PRODUCTS in the middle bar.
- -Either scroll through the POPULAR options to find the POSTER template or scroll down to the MARKETING section and select POSTER.

STEP TWO:
- -Once the POSTER template opens, scroll through the template options in the left toolbar.
- -Click a design to drop it onto your poster.
- -[illegible] search keywords to find a

ADDING ELEMENTS

STEP FOUR:
- -Take this base template and make it your own!
- -Go to the left sidebar and click UPLOAD.
- -Click the UPLOAD MEDIA button.
- -In the window that pops up, navigate to pictures, graphics, or similar on your computer to upload them.
- -Once uploaded, they will appear in the sidebar under UPLOAD.
- -Try adding some of these to your poster design.





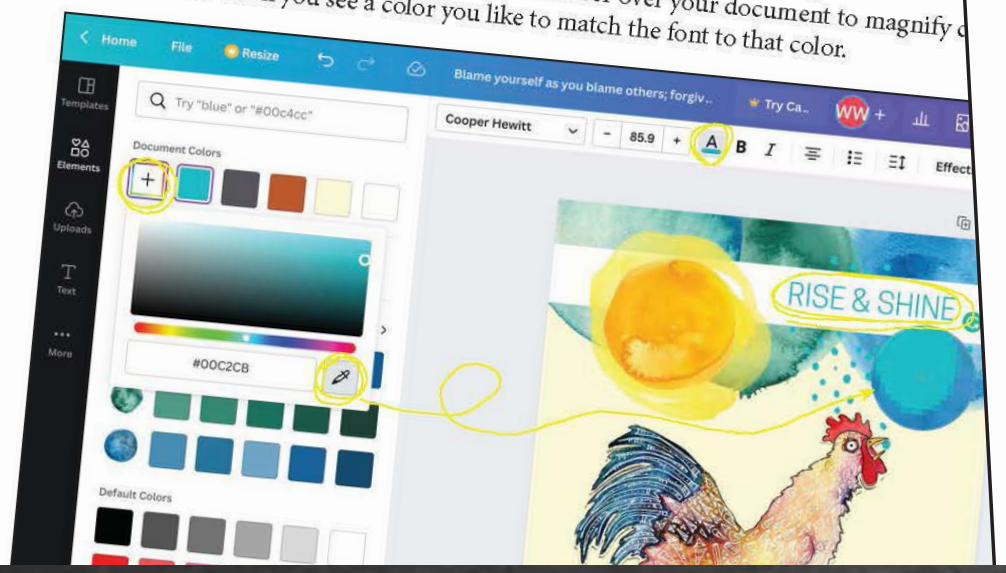
STEP FIVE:
- -Delete any of the graphi template design you do
- -Drop in the photograph uploaded to start makin
- TIP: If the image fills the you are dropping it into don't want that, move t and drops as the top lay
- -You can resize and crop
- -RESIZE: drag the corne and out.
- -CROP: drag the bars on to crop the grap

STEP SIX:
- -Go to ELEMENTS in the left toolbar.
- -Look through options, see if there are any other graphics you want to add.
- -Canva will automatically suggest graphics that go with the base design you picked.
- -You can also search for specific graphics in the search bar.
- -Just click them to drop them on your page then play with size, placement, arrangement, and color.

STEP SEVEN:
- -Try adding SHAPES and LINES to your design to provide a space to add legible text.
- -These options are also under ELEMENTS in the left toolbar.
- -Click the shape to add it to your document.
- -Click the shape on your document to open the top menu bar. Here you can change the color, add a stroke, arrangement, position, and more.

STEP EIGHT:

STEP NINE:
- -Help your font flow with your design through style and color.
- -Match your font color to a color in your design by using the COLOR PICKE
- -Highlight your font, then go to TEXT COLOR in the top menu bar.
- -Click the rainbow outline + icon in the left toolbar that pops up.
- -Click the COLOR PICKER icon then hover over your document to magnify
- -Click when you see a color you like to match the font to that color.



CANVA WORKFLOW

Build a design that includes graphics, images, text, shapes, and a design that reflects your aesthetic.

DOCUMENT SET UP:
- -Log into CANVA.
- -Open up a blank poster document.
- -Select a template from the left toolbar as a base for your design.
- -Play with the base graphics, move them around, change colors, and delete elements.

ADD IMAGES:
- -Upload your own images and graphics to give your design your unique style.
- -Go to UPLOAD-UPLOAD MEDIA.
- -Select the images and graphics you want to add.
- -Once uploaded, click on them to add them to your document.
- -Play with size, position, and arrangement.

ADD GRAPHICS:
- -Go to ELEMENTS in the left toolbar.
- -Explore their graphics, stickers, and photos to add.
- -Play with size, position, and arrangement.

CANVA HOW TO:

PIXLR

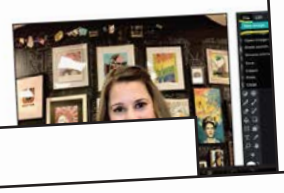
PROGRAM BASICS

POSTER PHOTO EDITING

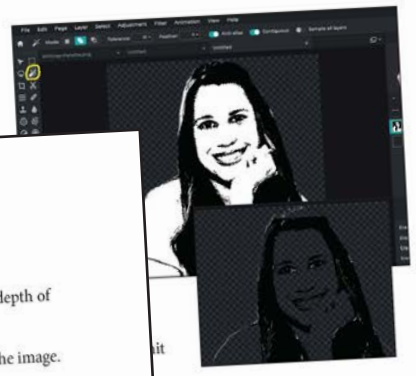
Pixlr is primarily used for p
layering images, adding

STEP ONE:
-Open Pixlr.
-Click the ADVANCED PHOTO EDITOR option.
-Click OPEN IMAGE.
-Navigate to an image you want to edit for

STEP FOUR:
-When you close the lasso loop the edged will start flashing with a dashed line.
Go to EDIT CUT. This will remove



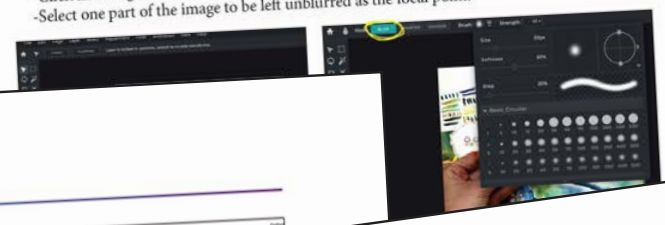
STEP SEVEN:
-If you want the white areas to be transparent, so you can see a background design through the light areas, you can remove them.
-Click the WAND SELECT tool in the



ADDITIONAL PHOTO EDITING

BRIGHTEN:
-Is your photograph too dark? Trying brightening it.
-Navigate to ADJUSTMENTS in the top menu bar. Select BRIGHTNESS & CONTRAST from the menu.
-Slide the BRIGHTNESS tab to the right to brighten

BLURRY BACKGROUND:
-Give your images a professional look by creating depth of field in your image. In a shallow depth of field, objects closer are in focus, objects further back are blurry.
-Click the BLUR/SHARPEN/SMUDGE tool from the left toolbar.
-Click the BLUR option from the top menu bar. Adjust the size and strength as needed for the image.
-Click and drag the cursor over the image to blur it out.
-Select one part of the image to be left unblurred as the focal point.



CAMPAIGN POSTER

USING CANVA

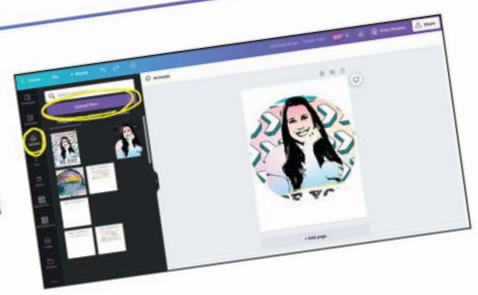
STEP ONE:
-Open Canva.
-Log in.
-On the home page go to PRINT PRODUCTS in the middle bar.
-Either scroll through the POPULAR options to find the POSTER template or scroll down to the MARKETING section and select POSTER.
-You can also click CREATE A DESIGN at the top and select POSTER from the

STEP TWO:
-Once the POSTER template opens, scroll through the template options in the left toolbar.
-Click a design to drop it onto your poster.
-You can also search keywords to find a base template that fits you goals.
-This is just a base design, y out colours and graphics to

STEP THREE:
-Play around with the template
-Delete what you don't need, c colours, experiment!
-Search graphics that align with campaign poster.
-TIP: To add shapes you have to s through the graphics Canva provi Go to ELEMENTS in the left tool and type the colour and the shape i search bar.
-Find your own images to add to your poster online. Save them to your computer.
-Add them to Canva by going to UPLOADS in the left toolbar, click UPLOAD MEDIA, navigate to the location you saved your pictures, highlight them, click OPEN.

STEP FOUR:
-Layer graphics, images, shapes, and more to build your poster design.
-TIP: You can easily remove backgrounds, especially white backgrounds, from images.
-Once you upload your image, click it to add to your document.
-With the image selected, go to EDIT IMAGE in the top toolbar.
-Select BACKGROUND REMOVER from the toolbar that pops open to the left.
-It will automatically remove what it believes

STEP FIVE:
-Upload your original square, poster design to the UPLOADS area.
-Drag and drop it into your image frame.
-The design will fill the shape.
-Double click the image to move it around in the image frame.



STEP SIX:
-Add your text.
-Click TEXT-ADD A TEXT BOX in the left toolbar.
-Type your text. It may be very small at first, adjust the size in the top toolbar.
-If you are working in a circle shape, try curving the text. Go to EFFECTS in the top toolbar, and under the shape option. Move the slider bar to the left and right to make the

STEP SIX:
-When you are finished with your poster, go to SHARE in the top right corner of the screen.
-Select DOWNLOAD from the menu.
-Save as a PNG.
-TIP: Name your project by double clicking the text at the top of the screen.

STEP SEVEN:
-Submit your design for a grade and enjoy your poster design!

CREATING A NON-RECTANGLE SHAPE

STEP ONE:
-Open Canva, log in.
-On the home page go to CREATE A DESIGN at the top and select CUSTOM SIZE from the list.
-Change px to in and make it 10"x10."
-Select CREATE NEW DESIGN.

STEP TWO:
-Create your design on the square template.
-You will save your design, then add it to an image frame in the shape you want.
-Incorporating text adds an extra challenge to this style, try adding the text after cropping it to the shape, if it doesn't work well, go back to this design and add text.

STEP THREE:
-When you are finished with your initial poster design, go to SHARE in the top right corner of the screen. Select DOWNLOAD from the menu. Save as a PNG.

STEP FOUR:
-Create a new, square document. Go to ELEMENTS-FRAME. Select the shape you want to add to

PIXLR, CANVA PROJECT HOW TO:

Name: _____

CAMPAIGN POSTER CRITIQUE

Carefully look at each design, then answer the following questions:

1. Which design caught your attention first? Why?

2. Which design best captures the issue they chose? How?

3. Which design has the most interesting design? Describe it.

4. Which design best uses balance

5. Which design best incorporates s

6. Which design has the most catch

Name: _____

7. Which design best uses color? How is it incorporated?

8. Which design best uses typography? What makes it successful?

9. Which design best uses a photograph of the artist? Why do you like it?

hat you could apply to your own?

? Why or why not?

Name: _____

CAMPAIGN POSTER RUBRIC

Category	Possible Points	Comments:	Score
A campaign poster was designed using Canva. The design is interesting, creative, and has visual references to an issue. An understanding of Canva is shown.	20		
The element of design typography, color and the principles of design balance, and unity are successfully incorporated.	20		
Details were added to the design to show symbolism, a connection to their target audience.	20		
A slogan is incorporated that is short, catchy, and captures an	10		

HANDOUTS:

CRITIQUE, CRITIQUE LABELS, RUBRIC