

Double Exposure Research

Do Now 10

FIMA
Mrs. Mendola



Introduction to the research

PLEASE READ BEFORE BEGINNING THE DO NOW QUESTIONS !



Do Now # 10:

Directions

Do Now # 10 is going to be different than all the other Do Now's we have done so far this year. It is important that you follow ALL instructions and complete this do now on time and in its entirety since it will be counted as a project grade!

The rubric is posted underneath the do now file for you to review and know what is expected of you for this portion of the project.

Do Now # 10:

Getting Started

As we have been learning about propaganda, we have focused on negative propaganda campaigns that can be controversial and uneasy for some of its viewers. However, not all propaganda is bad. There are campaigns that promote positive change, similarly to how Shepard Fairey promoted hope in president Obama's poster. A lot of activist groups, such as the WWF, use propaganda campaigns to not only promote their cause but to inform their viewers of things going on globally that may have an impact on their life or future generations' lives.

Do Now # 10: Getting Started Continued

For this project, you will be creating an ad campaign or a positive propaganda poster based on a chosen topic that you will be researching. Your poster's topic can be based on animals, pollution, food and water shortage, violence, environmental destruction, various epidemics such as drug use. Although these campaigns may be controversial, they also need to be school appropriate. If you are not sure about your topic, TALK TO ME ABOUT IT!

Your do now will be a more extensive do now worth a project grade. All parts must be completed entirely, in complete sentences, and references/images cited (Copy and paste the URLs from Google)

DO NOW # 10 QUESTIONS

PLEASE COMPLETE IN ITS ENTIRETY FOR FULL CREDIT !



Do Now # 10:

Questions

Open a new tab on Google and use the www.designmendola.com website for references or Google a topic you want to make your poster on.

Read through 2 or more articles to find information about your topic and answer the following questions based on what you have learned.

ALL websites / references must be included in your do now (Copy and paste the URL and label in your do now portfolio)

Do Now # 10:

Questions

1. What is your topic going to be for your ad campaign?
2. Why did you choose this topic? Why is it important to address?
3. Describe the effect this topic will have on the environment / people / animals / food chain / climate / etc.
 - a. *** This effect can be positive or negative but you must promote a positive change in your project based on this topic! ****
4. Which images are you going to include in your poster to help promote your campaign? There must be 2 or more images and they BOTH need to be cited (Copy and paste the images on a new do now slide page)
5. Explain how these images are going to help promote your topic
6. Describe how you envision your ad campaign to look. (Think about the colors, text -if any,, how the images are going to work using double exposure, placement of images)
7. What inspired this vision? Was it an artist? An image? An ad? Something personal? Explain and cite any work that caught your interest