

Activity 2

Create a Greeting Card or Poster

Objectives

- ◆ Reinforce awareness of the meaning and value of copyright.
- ◆ Promote artistic and verbal creativity and enhance communications skills.
- ◆ Celebrate student achievement.

Materials Required

- ◆ Greeting cards and/or posters for class discussion.
- ◆ Student copies of the reproducible card template.
- ◆ Art supplies.
- ◆ **You're Part of the © Team!** copyright stickers.

Time Required

- ◆ Three to five class periods for planning, hands-on development, and follow-up discussion.

Instructional Guidelines

Create a Greeting Card

- ◆ Begin by having students find the copyright symbol on sample greeting cards. Remind students that copyright and creativity always go together, then ask them to

name some of the creative talents involved in producing a greeting card. Students should recognize the work of a writer, an artist, and a designer.

- ◆ Tell students that they are going to find out what it's like to be copyrighted creators by making their own greeting cards. They will write the words, draw the pictures, and put their cards together to see how much goes into getting a copyright and why it is so valuable.

- ◆ Guide students through the stages of the creative process as they produce their greeting cards:

- 1 Choose a topic or occasion for the cards. Use the chalkboard to help students brainstorm images and a vocabulary that fit your topic. Take this opportunity to talk about visual icons and symbols, and to introduce principles of rhyme and versification.

- 2 Have students sketch their pictures and draft their messages, then divide them into groups for editorial peer review. Encourage positive comments by reminding students that, as editors, it's their job to help make each card as good as possible.

- 3 Provide students with copies of the card template included with this program and art supplies to make their finished cards. Show them how to fold the template, and remind them to draw their picture on the cover and to write their message neatly inside. Pair students for a final peer review to check format, letter formation, and spelling.

- ◆ Conclude by awarding students **You're Part of the ©Team!** copyright stickers to affix on the back of their cards. Have students fill in the copyright date and their names as copyright owners. Discuss the meaning of copyright and invite students to share their feelings about the intellectual property they have created.

Create a Poster

- ◆ Follow the steps outlined for the greeting card project. Begin by having students find the copyright symbol on the "Join the ©Team!" poster, then talk about the variety of creative talents involved in producing a poster and the reasons for protecting it with copyright. Tell students that they are going to become copyright owners themselves by creating their own posters.



- ◆ Guide students through the stages of the creative process as they produce their posters:
 - 1 Choose a poster topic or theme. Use the chalkboard to help students brainstorm images and a vocabulary that fit your topic, and to explore the relationship between showing and telling in visual communication. The project can also serve as a basis for lessons in visual design, color values, and effective word choice.
 - 2 Have students create reduced-scale drafts of their posters, then divide them into small groups for peer review.
 - 3 Provide students with materials to make their full-size posters. Remind them to sketch in their words and pictures first, to be sure that everything fits. Pair students for a final peer review to check composition, balance, letter formation, and spelling.
- ◆ Conclude by awarding students **You're Part of the ©Team!** copyright stickers to affix on their posters. Have students fill in the copyright date and their names as copyright owners. Discuss the meaning of copyright and invite students to share their feelings about the intellectual property they have created.