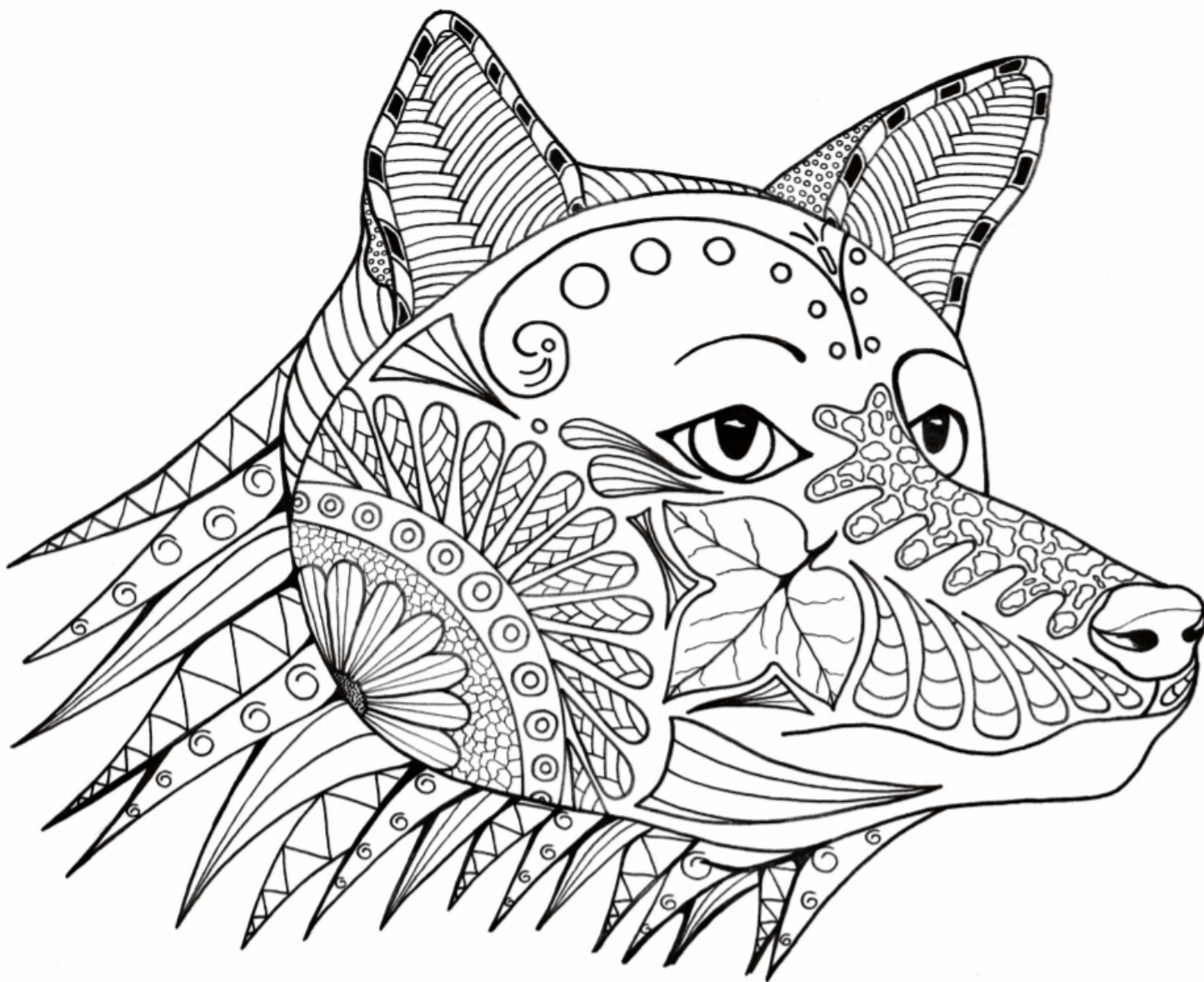


Art Project – Fantastic Mr Fox

Term 3

Weeks 8-10



Name: _____

Class: _____

Week 8 Thursday:

Imagine this:

The Fantastic Mr Fox novel has been out of print for 20 years so readers across the country have missed out on this classic story. Your favourite book shop has made an announcement that the award-winning novel is being relaunched and is coming back to bookstores! You have been asked to create a poster advertising the novel. You must try to convince people to purchase the book when it returns to shelves.



You will:

- Decide on the purpose and audience for your poster.
- Learn the importance of text size, font and colour to draw the viewer's attention.
- Learn about the placement and choice of colours and characters.
- Create a rough draft of your poster ensuring you include the title, some of the characters and a tagline before creating your own published version.

Purpose: What is the point?

Before beginning your art project, you will need to think about the reason for creating this poster. Why are you making this? What does the poster need to do?

Choosing your audience:

Before creating a poster for Fantastic Mr Fox, you will need to decide who your poster will be aimed at (your target market). Think carefully about the people you want to convince to purchase this book. Will your poster be aimed at young children who are still learning to read? Is your poster going to be aimed at elderly people who have read many books in their lifetime? Or will your poster be aimed at children who you think will enjoy this book? Maybe they are readers who have read other Roald Dahl books and might enjoy this one too?



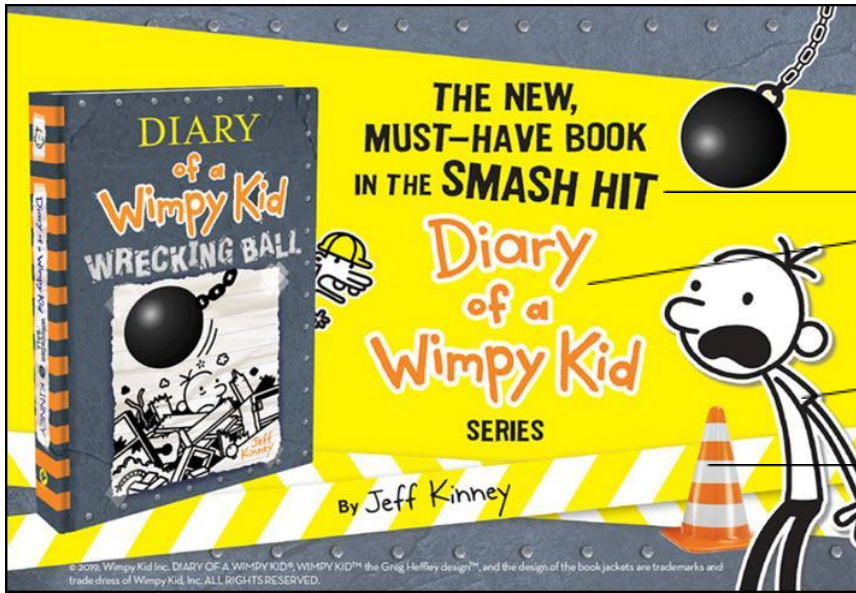
Complete the table:

My purpose: Why are you creating this poster?	My audience: Who are you creating this poster for?
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Posters are used to advertise products to an audience. An effective book poster will have big, bright or bold text, some of the main characters or a picture of the front cover, the name of the author and a short 'tagline' (words or a sentence which persuades the viewer to purchase the book).



See these poster designs for some ideas:

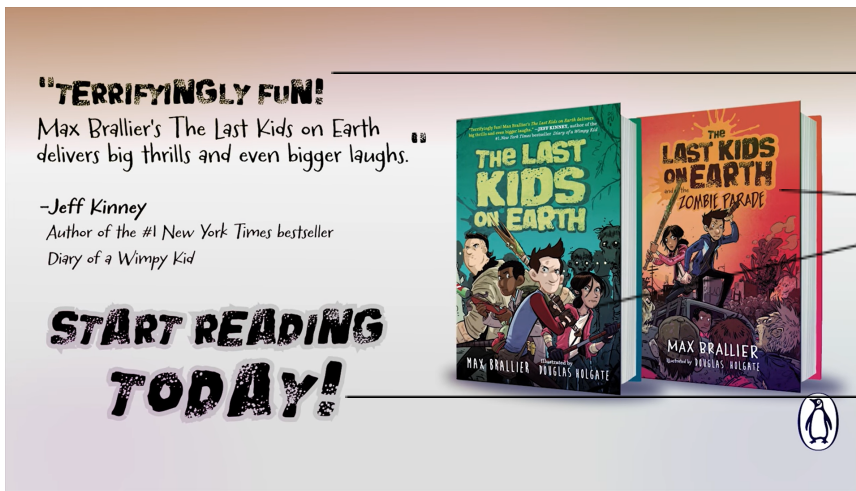


Tagline telling you the book is a 'must-have'

Title of the book in big, bright text

Main character from the series

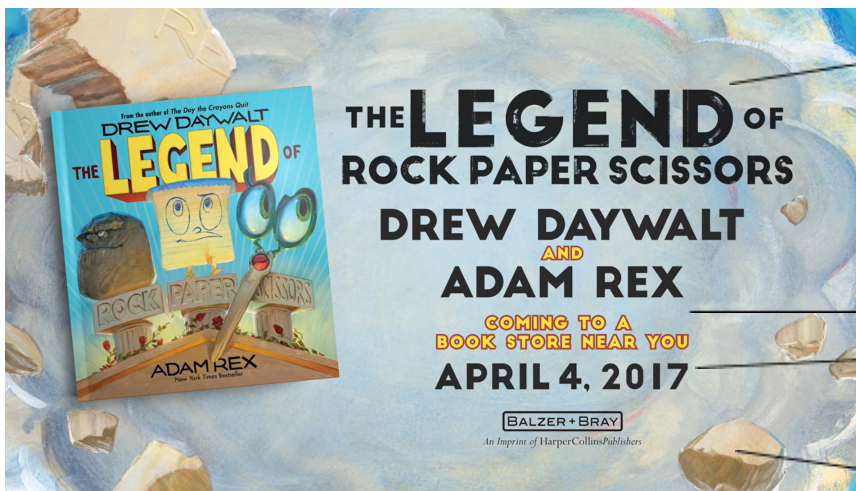
Bright and colourful background with a construction site theme



Great review from another author

Front covers of the books so you know what to look for in the shop

Tagline telling you to start reading the series straight away



Big, bold title with the word 'legend' even bigger and bolder

Tagline telling you where it will be sold

Release date to tell the reader when it comes out

Interesting 'rock' background which matches the story

After looking at the poster designs for some other books, what parts are you thinking about including in your book poster for Fantastic Mr Fox?



Answer the following questions to help you decide.

What characters or book covers are you going to include?

What colours will you use to make your poster stand out?

What will you put in the background?

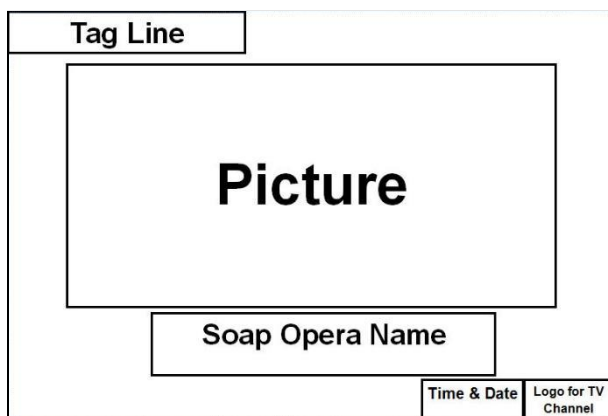
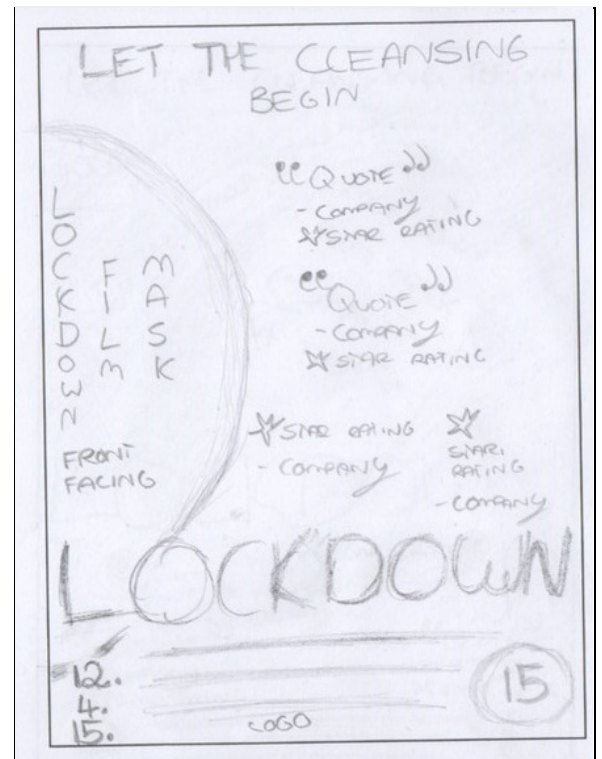
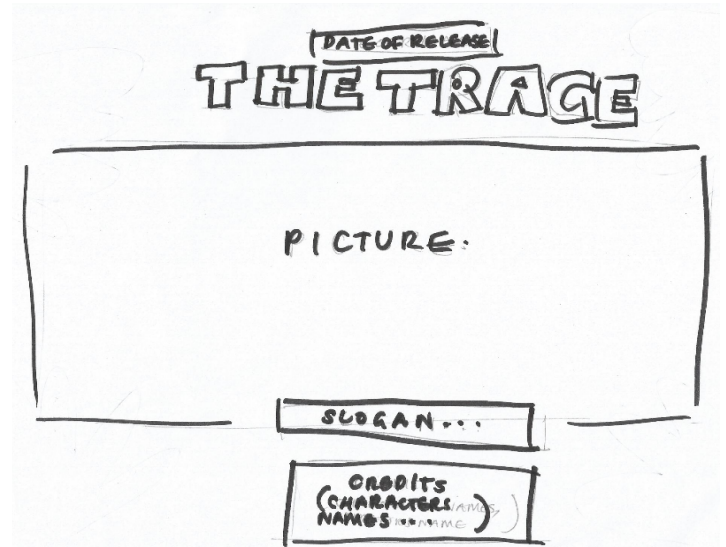
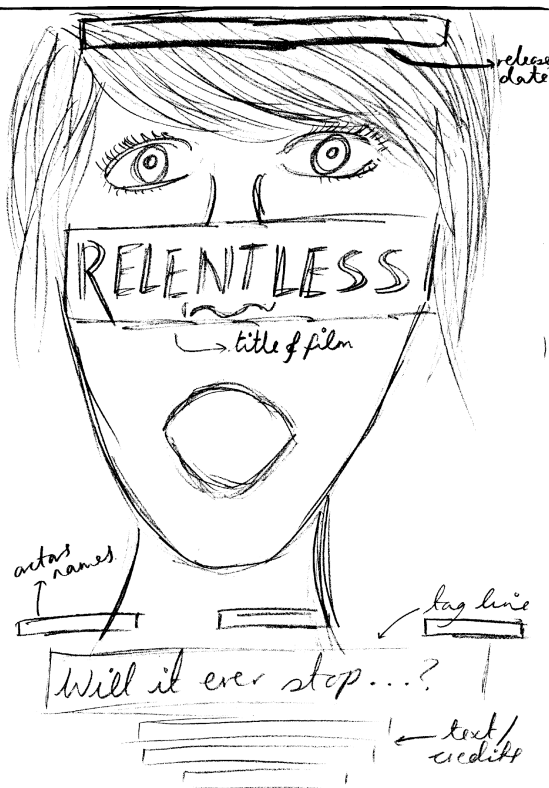
Are you going to include a release date? Make one up here.

Have you thought of an interesting tagline? What will it say?

Week 8 Friday:

Today you will create a rough draft of your book poster. A rough draft is a very rough plan of the layout of your poster. It is called a rough draft because it is a work in progress until published.

Look at these rough draft examples for some ideas on how to layout your poster:



These rough drafts **are not** the finished product. They are used to help outline the layout of the page and ensure all the required parts of the poster will fit on the page.

On the next page, create your own rough draft book poster for Fantastic Mr Fox.

Make sure you **use pencil** and include enough space for your title, characters or cover, a tagline or short sentence.



Week 9 Thursday:

Use this checklist to make sure you have included all the important parts for your poster in your rough draft.

- Big, bold or colourful title of the book that is eye-catching
- Some of the main characters or a book cover that will interest the viewer
- Interesting tagline which persuades the audience to buy the book
- The story title
- The author's name
- A background that relates to the story



Make sure you have all of these parts in your rough draft before you start creating your book poster.

Week 9 Friday:

Use the blank pieces of paper at the end of this booklet to begin creating your book poster for Fantastic Mr Fox. Follow your rough draft to make sure the title, pictures and tagline each have enough space on the page. You may use pencil, textas, crayons etc. Show an adult in your household and ask for some constructive feedback. Make changes if needed.



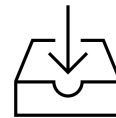
Week 10 Thursday:

Add the finishing touches to your book poster.



Week 10 Friday:

Hand your poster and this entire booklet into school!



Marking Rubric

Student: _____

	0	1	2
Purpose/ audience	No purpose or audience identified.	Either purpose or audience identified.	Both purpose and audience clearly identified.
Rough draft	No rough draft submitted.	Rough draft submitted but lacks detail.	Detailed rough draft submitted with clear ideas.
Inclusion of main characters	No characters or book cover depicted.	Unclear/unrelated characters or book cover.	At least one main character or book cover present.
Inclusion of Title and Author	No title and no author identified.	Title or author named.	Title prominently displayed and author's name included.
Text and image placement/size	Text or images too small and unreadable.	Text or images suitable size but not placed effectively.	Text and images are eye-catching and of a suitable size.
Colour/variety	No use of colour.	Some colour used.	Variety of colours used effectively.
Lines/tagline	No tagline included.	Poorly formulated tagline or does not make sense.	Cleverly formulated tagline which excites the viewer.
Submission	Not submitted.	Late submission.	Submitted on time.
Comments:			Total:
			/16

