

Supplemental Worksheet  
and Assessment Booklet



# BLAST

from the future

## INTRODUCTION

This supplement to the Artful Truth Student Workbook and Instructor Manual contains the lesson worksheets as well as assessments in reading, math, art and design to help educators prepare students for the Florida Comprehensive Assessment Test. The skills and formats featured in this resource reflect the Sunshine State Standards, but the content is based on the lessons in the Artful Truth curriculum.

The pages in this book are blackline masters that can be duplicated and given to students. The student worksheets provide an extension of the lesson concepts that can be completed in class, cooperatively or individually. The assessment exercises are presented in FCAT format to provide practice and familiarity with the actual FCAT exam. FCAT Writing Prompts are listed on pages 46-47 of this booklet to provide both narrative and expository writing topics, giving contextual practice for the FCAT Writing Test.

Benefits to you and your students:

- Lesson worksheets provide interactive activities in which students will create original works based on the learned concepts.
- Your students will strengthen their understanding of the art and design concepts they have learned during Artful Truth.
- The FCAT Writing Prompts provide students a way to show understanding of Artful Truth concepts.
- These materials provide you, the teacher, with tools to assist your students to become familiar and comfortable with the content and format of the FCAT.

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# Supplemental Worksheet and Assessment Booklet

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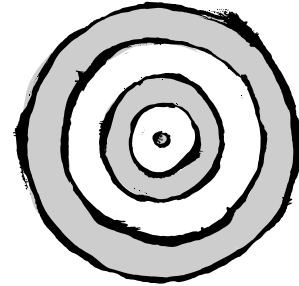


## Lesson 2 – You're a Living Target!

### FCAT READING

#### **Review the following paragraph:**

You are a living, moving, seeing target. From the moment you open your eyes in the morning until you close them at night, you are a target for messages. They come at you from everywhere. All kinds of things send out messages. It's like having arrows hitting you, but they don't hurt. In fact, sometimes you don't even notice them. Some of the "arrows" that you probably don't feel are sent out by the cereal you eat in the morning, the sneakers you wear, the bag you carry your books in, and the books inside the bag.



#### ***This paragraph mostly tells you:***

- A. to watch where you are walking
- B. that messages are dangerous
- C. hunting with arrows is more accurate
- D. that you are surrounded by messages

"To persuade" is to convince someone to think, feel, or act a certain way.

An **ANTONYM** of ***persuade*** would be:

- F. to join
- G. to break
- H. to discourage
- I. to hide

#### **Review Dezel's e-mail:**

Maybe I could ask you another favor: Could you send me more images from your time? I need them for my VizThink report. Visual Thinking is the actual name of the class, but we call it VizThink for short. Mainly, we learn how to look at and analyze the images all around us. I guess it's sort of like Artful Truth. It's amazing: there's stuff everywhere that's designed to catch our attention and give us information. Like, this morning, when I was eating my breakfast and looking out the window, I saw this bright pink advertising blimp sail past flashing images of the new Woolly Mammoth clone at the Biozoo, which reminded me I wanted to go see it!

THINK  
SOLVE  
EXPLAIN

*Dezel realizes he is surrounded by images in his world. How does he feel about this? Give details from the text to support your answer.*

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## Lesson 2 – You're a Living Target!

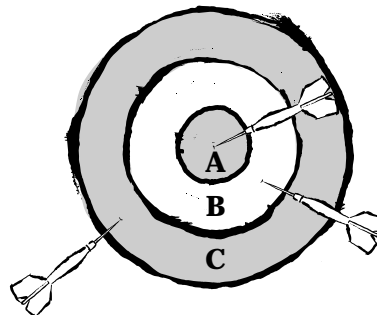
### FCAT MATH

Speaking of targets, suppose you were playing darts and the scoring rules were as follows:

Bull's Eye (A) is worth 100 points

Inner Ring (B) is worth  $\frac{1}{2}$  of Bull's Eye (A)

Outer Ring (C) is worth  $\frac{1}{2}$  of Inner Ring (B)



THINK  
SOLVE  
EXPLAIN

*What would be the total points from the three throws shown in the diagram?*

\_\_\_\_\_

*Explain how you got your answer.*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*You watch 12 commercials during a television show. If each one is 30 seconds long, how many seconds did you spend watching commercials? Circle the correct answer.*

- A. 180 seconds
- B. 240 seconds
- C. 300 seconds
- D. 360 seconds

THINK  
SOLVE  
EXPLAIN

*Looking at your answer above, how many minutes does that equal?*

\_\_\_\_\_

*Explain how you got your answer.*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



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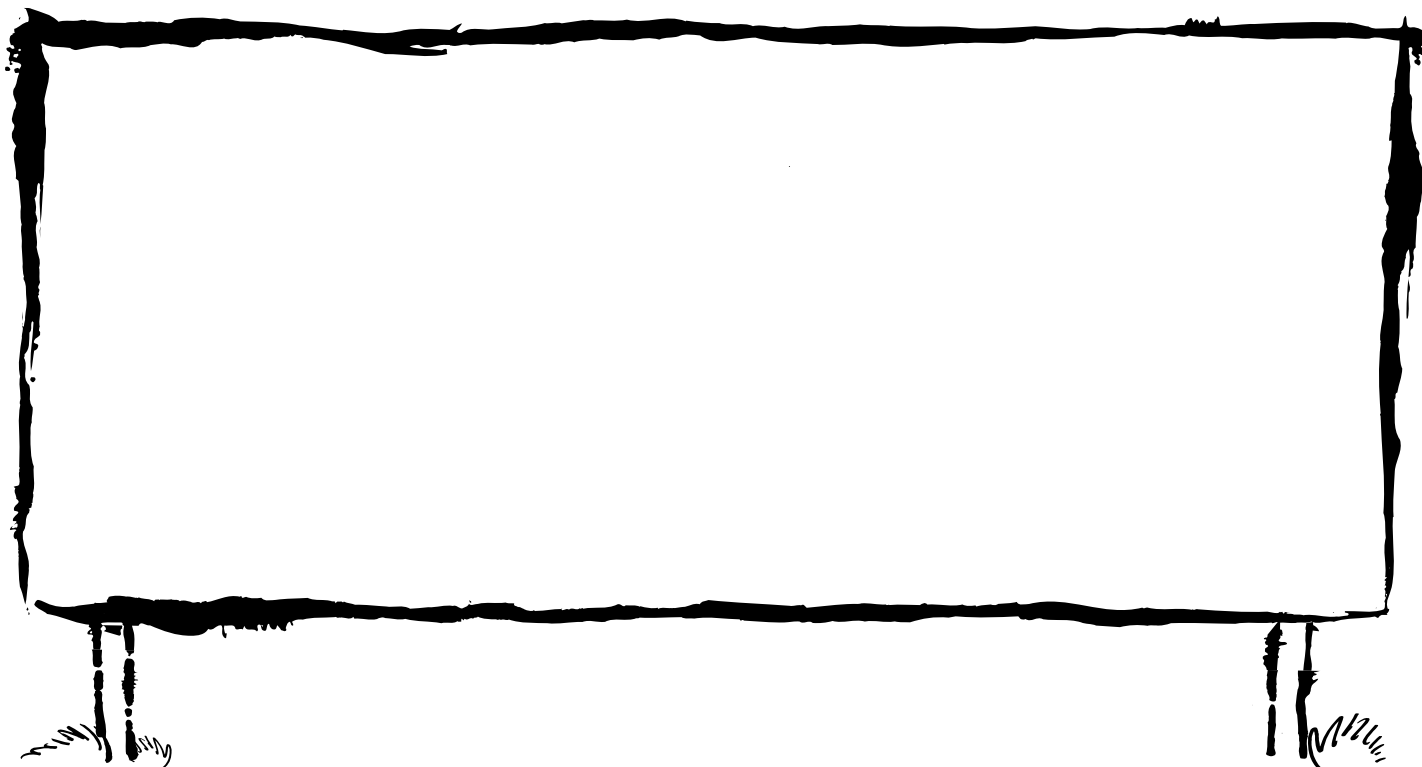
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## Lesson 2 – You’re a Living Target!

### ART APPLIED TO FCAT

In the box below, draw a billboard that would convince a family to pull over and eat at a restaurant called Joe’s. Make it simple in design, bold in color, and convincing in text.



THINK  
SOLVE  
EXPLAIN

*Which family member are you making the target for your billboard message and why?*

*Explain why you chose the colors, fonts, images, and words that you used. How will they convince that family member to want to eat at Joe’s?*



Name: \_\_\_\_\_

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Class: \_\_\_\_\_

## Lesson 3 – Signs of the Times

### FCAT READING

***Review the following paragraph:***

There are ways to combine shapes, colors, and words so that people will easily receive and understand the messages that are being sent. The people who create visual messages are called graphic designers. They want their designs to reach people and change the way they act or think.

*What is the author's purpose for writing this paragraph? Circle the letter of the correct choice:*

- A. to instruct readers about how to send messages
- B. to tell readers what a graphic designer is
- C. to convince readers to become graphic designers
- D. to explain how messages change the way people act or think

THINK  
SOLVE  
EXPLAIN

*What is a graphic designer? What would a graphic designer have to do to be successful?*

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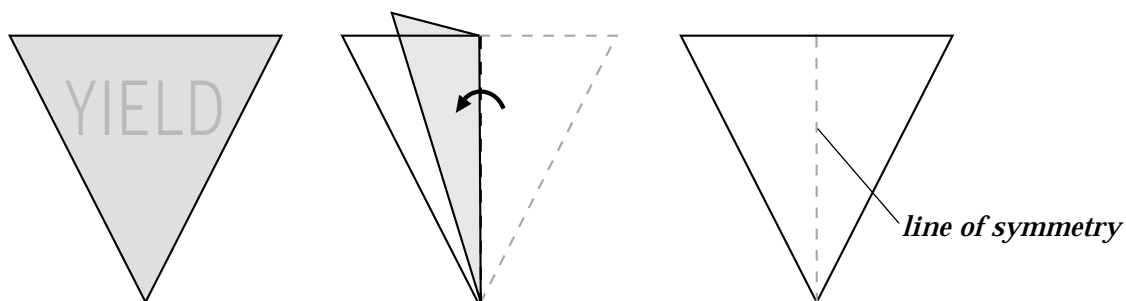
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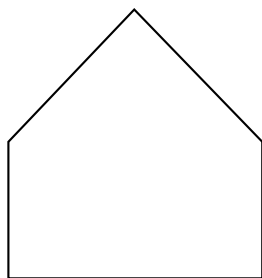
## Lesson 3 – Signs of the Times

### FCAT MATH

This is the outline of a yield sign. If you were to fold the shape in half, the halves would match exactly. This folded line is a line of symmetry.



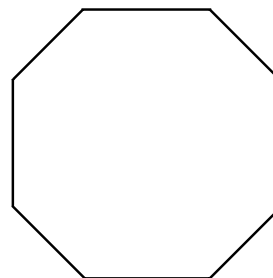
*Below are other outlines of road signs. Find the lines of symmetry for each shape. Draw a dotted line to show each line of symmetry.*



*1 line of symmetry*



*2 lines of symmetry*



*3 lines of symmetry*

THINK  
SOLVE  
EXPLAIN

*Draw your own outline of a sign below.  
Show at least one line of symmetry by  
drawing a dotted line.*

*Explain why the dotted line on your sign  
is a line of symmetry.*

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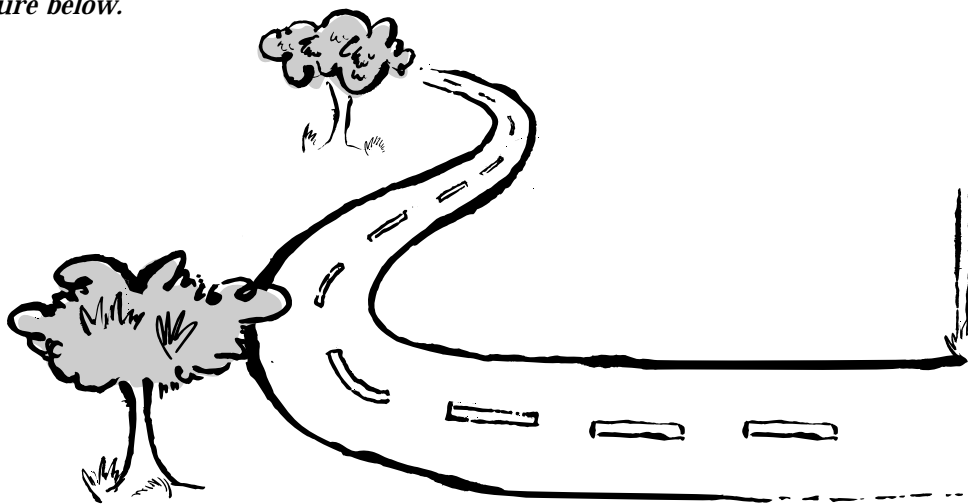
## Lesson 3 – Signs of the Times

### ART APPLIED TO FCAT

You have just been hired by the highway department to design a road sign to be used on the interstate to warn motorists about construction ahead.

- What shape(s) would you use?
- What about the colors?
- Would you use images or text? Or both?

*Design your sign and then draw it on the pole in the picture below.*



THINK  
SOLVE  
EXPLAIN

*Why did you construct your road sign as you did? Explain how the parts of your sign were designed to be read by motorists as they drive past at 70 mph.*

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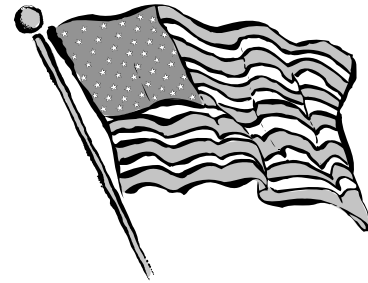


## Lesson 4 – Letting One Thing Stand for Another

### FCAT READING

***Read the following paragraph:***

The design of the U.S. flag comes from designs used for flags at the beginning of the American Revolution. On July 14, 1777, Congress declared the flag to be 13 alternating red and white stripes with 13 white stars in a blue field. In 1794, after Kentucky and Vermont joined the Union, Congress added two stars and two stripes.



In 1818, when five more states had joined, Congress again changed the design back to 13 stripes, symbolizing the original 13 states. They increased the stars to 20 and made a rule to add an additional star for each new state.

***This paragraph mostly tells you:***

- A. about the original thirteen colonies
- B. when Kentucky and Vermont joined the Union
- C. how the design of the U.S. flag has changed
- D. why Congress chose the first flag design

***Read the following paragraph:***

Over the years the Star-Spangled Banner (an actual historic American flag) has gone through a series of changes. When it was made in 1813, it was just a flag flying over a military fort. After the British attack on Fort McHenry in 1814, however, it became a treasured keepsake of the family of George Armistead, the fort's commander. The popularity of Francis Scott Key's song, "The Star-Spangled Banner," during and after the Civil War transformed the flag into a national treasure. Since coming to the Smithsonian Institution in 1907, the historic flag has been a visible reminder of both the ideals the American flag symbolizes and the need to preserve those ideals.

***What happened to the Star-Spangled Banner AFTER the attack on Fort McHenry?***

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"The popularity of Francis Scott Key's song during and after the Civil War **transformed** the flag into a national treasure."

***What is the meaning of **transform**? Circle the correct answer.***

- F. to change
- G. to rewrite
- H. to sing
- I. to remove

Name: \_\_\_\_\_

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Class: \_\_\_\_\_



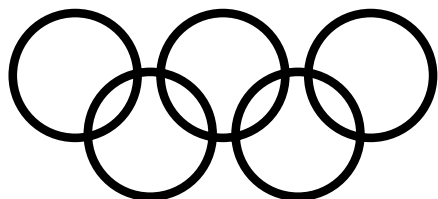
## Lesson 4 – Letting One Thing Stand for Another

### FCAT MATH

A receipt was given to Mary Pickersgill by the U.S. Army showing she was paid \$405.90 for making the Star-Spangled Banner and \$168.54 for making a smaller flag.

*How much did she earn in all?* \_\_\_\_\_

ARMY RECEIPT STORE # 001		
TRANS #4444	REG #007	DRAW #4321
999555	STAR SPANGLED BANNER	405.90
888564	FLAG (SMALL)	168.54
ACCT# XXXXXXXXXXXX7867XXXX		
CHANGE		.00
THANK YOU FOR SHOPPING AT THE US ARMY		



THINK  
SOLVE  
EXPLAIN

The Summer Olympics are held every four years. The 2000 Olympics were held in Sydney, Australia. The four-year period in between is called an Olympiad.

*How many Olympiads are in a century (100 years)?*

\_\_\_\_\_

*How did you get your answer?*

\_\_\_\_\_

\_\_\_\_\_

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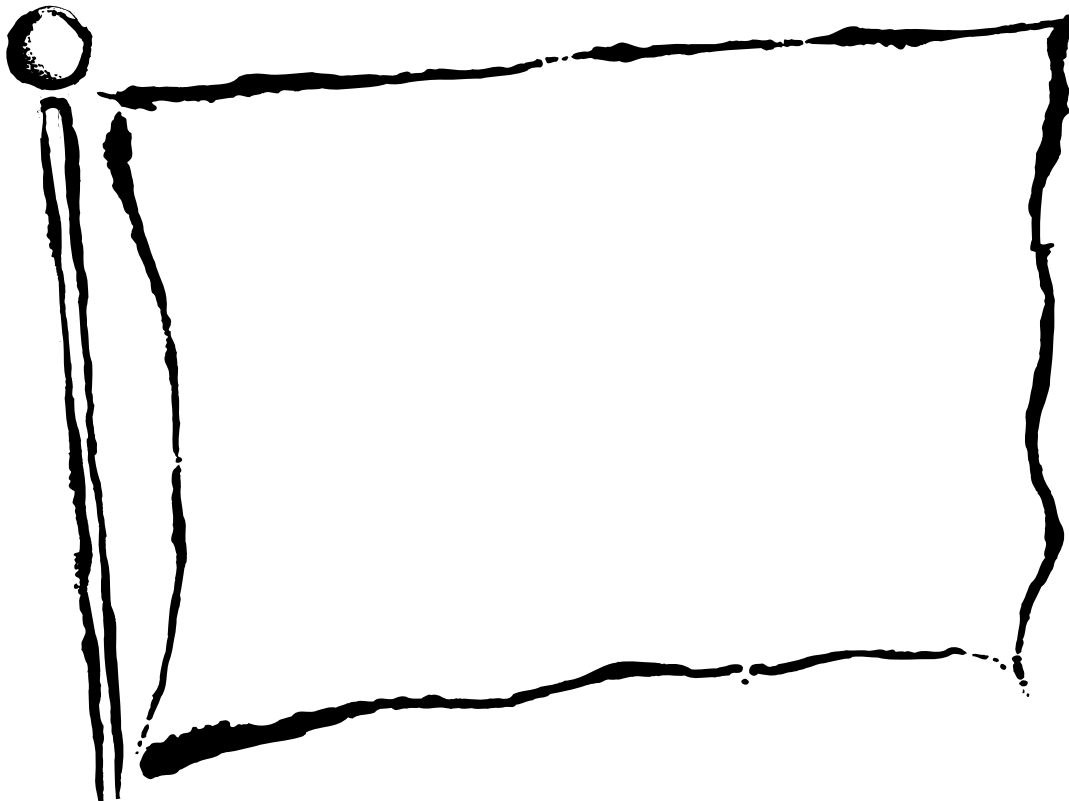


## Lesson 4 – Letting One Thing Stand for Another

### ART APPLIED TO FCAT

You and a few friends have built a fort as your new clubhouse. You need to design a flag that represents what you and your club stand for. Some things to consider:

- What is the purpose of your club?
- What are some activities your club will do?
- What values will your club stand for? (such as honesty, loyalty...?)
- How do you symbolize those things?
- Should you include any words in your flag?



THINK  
SOLVE  
EXPLAIN

*Explain why you designed your flag the way you did. What does it symbolize to you?*

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Name: \_\_\_\_\_

Date: \_\_\_\_\_

Class: \_\_\_\_\_

## Lesson 5 – Loco about Logos

### FCAT READING

Logos change over time depending on what type of individual the advertisers intend to target. Compare these images of the Quaker logo used by The Quaker Oats Company.



**1888**



**1946**



**1970**



**1988**

Lesson 5

THINK  
SOLVE  
EXPLAIN

*Describe the changes in the logo over the years. Tell how you would instruct a graphic designer to redesign the look of this logo for use today.*

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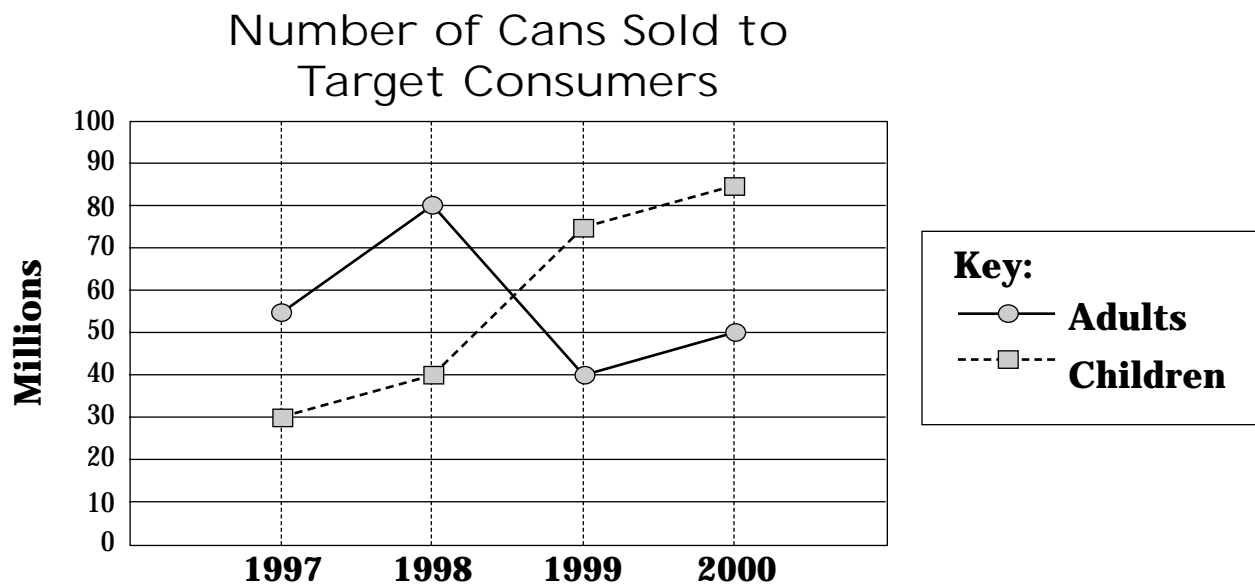


## Lesson 5 – Loco about Logos

### FCAT MATH

In 1999, Fizzy Bubble Soda decided to change its logo and slogan to target children to drink more of their soda.

The graph below shows how this marketing strategy changed their sales:



*How many cans of Fizzy Bubble Soda were sold to children in 1997?*

\_\_\_\_\_

*What is the difference in cans sold between children and adults in 1998?*

\_\_\_\_\_

THINK  
SOLVE  
EXPLAIN

*Fizzy Bubble Soda changed its logo in 1999. How did this affect the number of cans sold to both adults and children compared to the year before?*

\_\_\_\_\_

\_\_\_\_\_

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Name: \_\_\_\_\_

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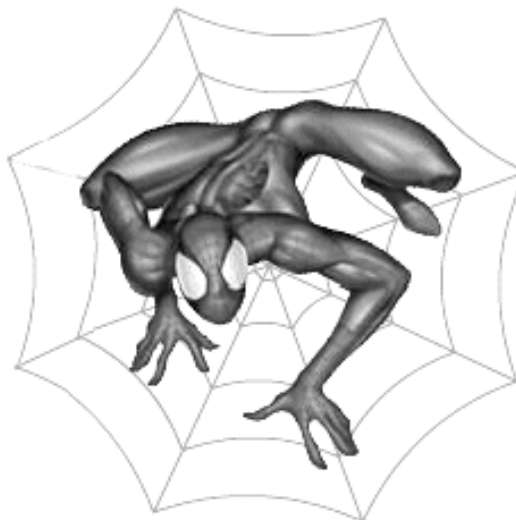
## Lesson 5 – Loco about Logos

### ART APPLIED TO FCAT

Remember when Peter Parker was bitten by a radioactive spider, giving him his Spiderman powers?

Well, imagine that something dramatic has happened to you, and you now have superhero abilities.

What's a superhero without a super logo? Design your logo below to symbolize the superhero that you have become.



THINK  
SOLVE  
EXPLAIN

*What does your simple logo say about you as a superhero?*

*Where and how do you plan to use your logo?*

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## Lesson 6 – We're All Messengers

### FCAT READING

#### *Review the following paragraph:*

Advertisements have different parts. Usually, they include an image of the product and the company's name and logo. They often contain images of people using the product or people doing something that is connected to the product. Most of the time, they also include words, which are called "copy." Advertising copy is specially written to match the mood of the images and to send specific messages. Slogans are words that are easy to say and remember. They stick in your mind like "Yo quiero Taco Bell."

*Which sentence below uses the word "copy" in the same way as the paragraph above?*

- A. Louise will **copy** her notes to review at home this afternoon.
- B. The newspaper editor told Steve to edit some **copy** to make the paragraph shorter.
- C. Tory would like to **copy** that recipe for his favorite dessert.
- D. The detective said that it was just a **copy** of the actual painting in the museum.



THINK  
SOLVE  
EXPLAIN

*Why would an advertiser want to choose a slogan that is short and easy to remember?*

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#### *Review the following paragraph:*

We know messages are contained in images all around us, and that signs, symbols, and logos are some of the visual tools used to send them. Some messages persuade the receiver to respond in a particular way. Advertisements (ads, for short) persuade us to buy the product being advertised.

A SYNONYM of **persuade** would be:

- F. to convince
- G. to break
- H. to discourage
- I. to hide

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Class: \_\_\_\_\_




## Lesson 6 – We're All Messengers


### FCAT MATH

This is a table detailing the spending by Nike on advertising in two different years. Using this data, answer the questions below.

**Nike Advertising Expenses by Media  
(rounded to the nearest \$100,000)**



Media Type	1997	1998
Magazines	\$46,700,000	\$46,300,000
Billboards	\$6,200,000	\$3,800,000
Television	\$115,900,000	\$114,500,000



*Which type of media was the most expensive in 1997?*

\_\_\_\_\_

*What was the total spending for 1998?*

\_\_\_\_\_

THINK  
SOLVE  
EXPLAIN

*Which media type showed the greatest change from 1997 to 1998?*

\_\_\_\_\_

*Explain how you calculated your answer.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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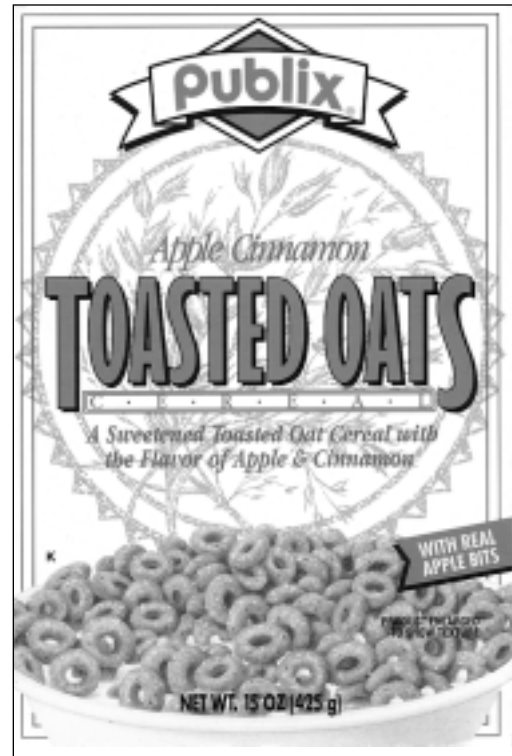
## Lesson 6 – We’re All Messengers

### ART APPLIED TO FCAT

A supermarket chain wants to hire you to redesign a cereal box to make it more appealing to children. As an experienced graphic designer, examine the cereal box image and visualize how you would change the box to make it more persuasive for children.

*Hint:* Remember to discuss how you would redesign the basic parts of the packaging, including:

- font choice
- color choice
- copy
- character
- brand name
- slogan



Lesson 6

THINK  
SOLVE  
EXPLAIN

*Examine the box above. How would you redesign the box to make it a more effective package? How do your changes make it a more effective package? Draw your redesigned box on the back of this paper.*

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Name: \_\_\_\_\_

Date: \_\_\_\_\_

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## Lesson 7 – Built to Persuade

### FCAT READING



#### ***Read the following paragraph:***

Remember Sea-Monkeys? Those happy creatures advertised for sale in the back of comic books? Remember how much the ads for Sea-Monkeys amazed us when we were kids, promising small friends who would swim through underwater cities and dance happily? Do you remember begging your parents to give you the \$1.25 that it would cost to bring this delight into your life? I do. I also remember that when my Sea-Monkey kit finally arrived I almost burst with excitement. After carefully measuring out the Sea-Monkey

eggs, I could see myself as the proud keeper these special creatures. About two weeks later, I flushed the things down the toilet. Sea-Monkeys are tiny shrimp, and not even a child's imagination can hide the fact that tiny shrimp just aren't that interesting.

Sea-Monkeys are only tiny shrimp, but the way they were advertised and packaged made them seem like something much more exciting. I understand that they are still selling Sea-Monkeys in the back of comic books, and I am sure that kids are still feeling cheated when they realize that the tan-colored specks of grit in their water bowls are never going to grow into little gilled-and-flipped people. If you listen hard, you can almost hear the flushing of toilets as thousands of kids rid themselves of these worthless distractions.

THINK  
SOLVE  
EXPLAIN

*Is the author a child or an adult? Use details from the passage to support your answer.*

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*What is the mood of this passage?*

- A. happy or joyful
- B. disappointed
- C. nervous
- D. sad

“About two weeks later, I flushed the things down the toilet. Sea-Monkeys are tiny shrimp, and not even a child's imagination can hide the fact that tiny shrimp just aren't that interesting.”

*Circle one fact in the sentences above. Then underline an opinion.*

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Class: \_\_\_\_\_



## Lesson 7 – Built to Persuade

### FCAT MATH

Remember that a focus group is a group of people that marketers use to test a product and try out ways to promote or advertise it.

Imagine that your potato chip company is about to test a new snack food. The information below describes your focus group:

*Out of 100 people:*

93 were male

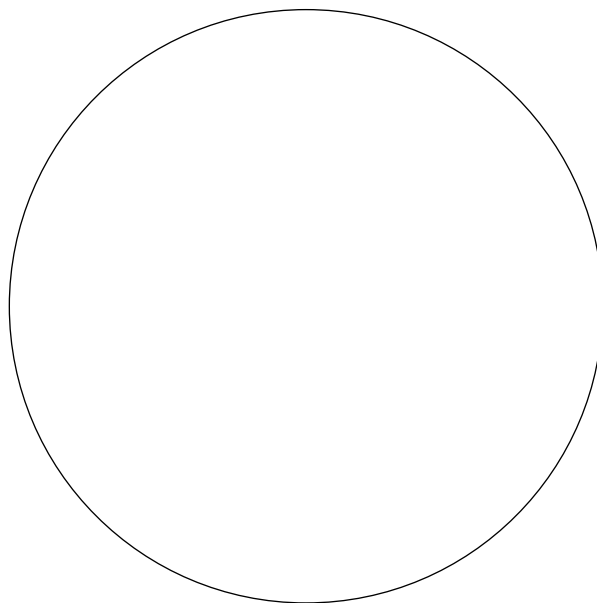
7 were female

25 were under 18 years old

50 were 19-50 years old

25 were over 50 years old

*Draw a pie chart that represents the breakdown of ages in your focus group. Be sure to label each group.*



THINK  
SOLVE  
EXPLAIN

*What would you recommend changing about the kind of people selected for your focus group?  
What is the reason for your decision?*

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Name: \_\_\_\_\_

Date: \_\_\_\_\_

Class: \_\_\_\_\_



## Lesson 7 – Built to Persuade

### ART APPLIED TO FCAT

*Examine these characters from an ad below. Describe a person who would most likely be the target for this advertisement. Support your answer.*



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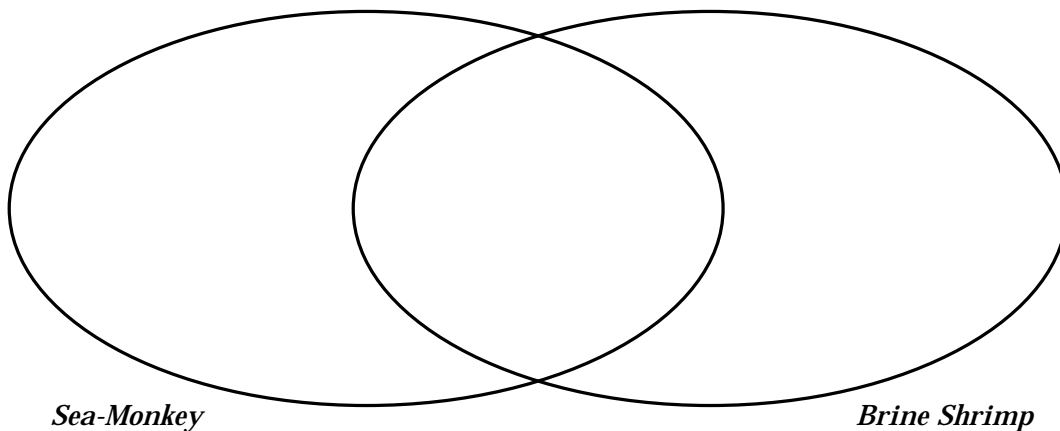
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*This is what a “Sea-Monkey” really looks like. Its proper name is brine shrimp. Compare this brine shrimp to the Sea-Monkey illustration in the ad using the Venn diagram below.*



THINK  
SOLVE  
EXPLAIN

*Which image would an advertiser more likely choose to sell the product? Why?*

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Name: \_\_\_\_\_

Date: \_\_\_\_\_

Class: \_\_\_\_\_



## Lesson 8 – Words and Fonts Go Hand in Hand

### FCAT READING

#### ***Review the following paragraph:***

Graphic designers combine words and images to send messages. They come up with all kinds of clever ways to get our attention. There are thousands of ways to do it. First, they gather information about the product, about the audience to be targeted, the company's logo, and slogan. Then the designer brings the ad to life by combining type design (or fonts), colors, and photographs or illustrations.

*According to the paragraph, what must the designer do to send a message through an advertisement?*

- A. agree on an amount to be paid
- B. contact a magazine company
- C. review design books
- D. gather information about the product

A brand name is the name a company gives to a product. Remember that fonts (the way a letter is designed) and names are chosen to show a mood or image an advertiser wants to create.

***LEOPARD***

***slug***

THINK  
SOLVE  
EXPLAIN

*Above are two possible brand names. One will be chosen to be the name of a new model dirt bike. Choose which one would be a more successful name and explain why.*

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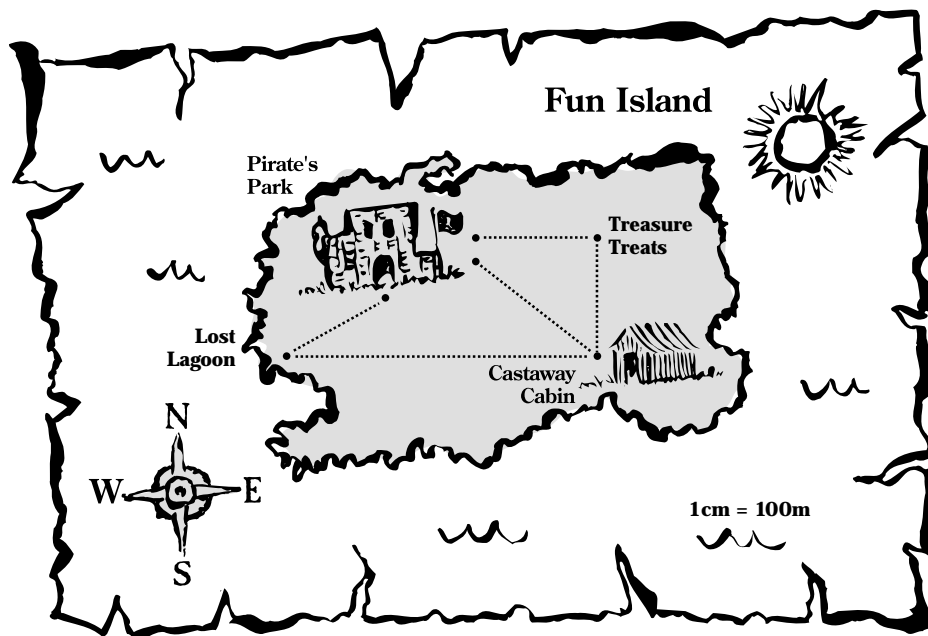
## Lesson 8 – Words and Fonts Go Hand in Hand

### FCAT MATH

Your family is planning your vacation day on Fun Island. Using the map, answer the following questions:

*What direction would you be going if you walked from Lost Lagoon to Castaway Cabin?*

\_\_\_\_\_



THINK  
SOLVE  
EXPLAIN

*Estimate how many meters it is to walk from Castaway Cabin to the Pirate's Park and back. Explain how you got your answer.*

\_\_\_\_\_

\_\_\_\_\_

THINK  
SOLVE  
EXPLAIN

*Design a new name and font for this park in the space below.*

*Why did you choose the name and font that you did?*

\_\_\_\_\_

\_\_\_\_\_

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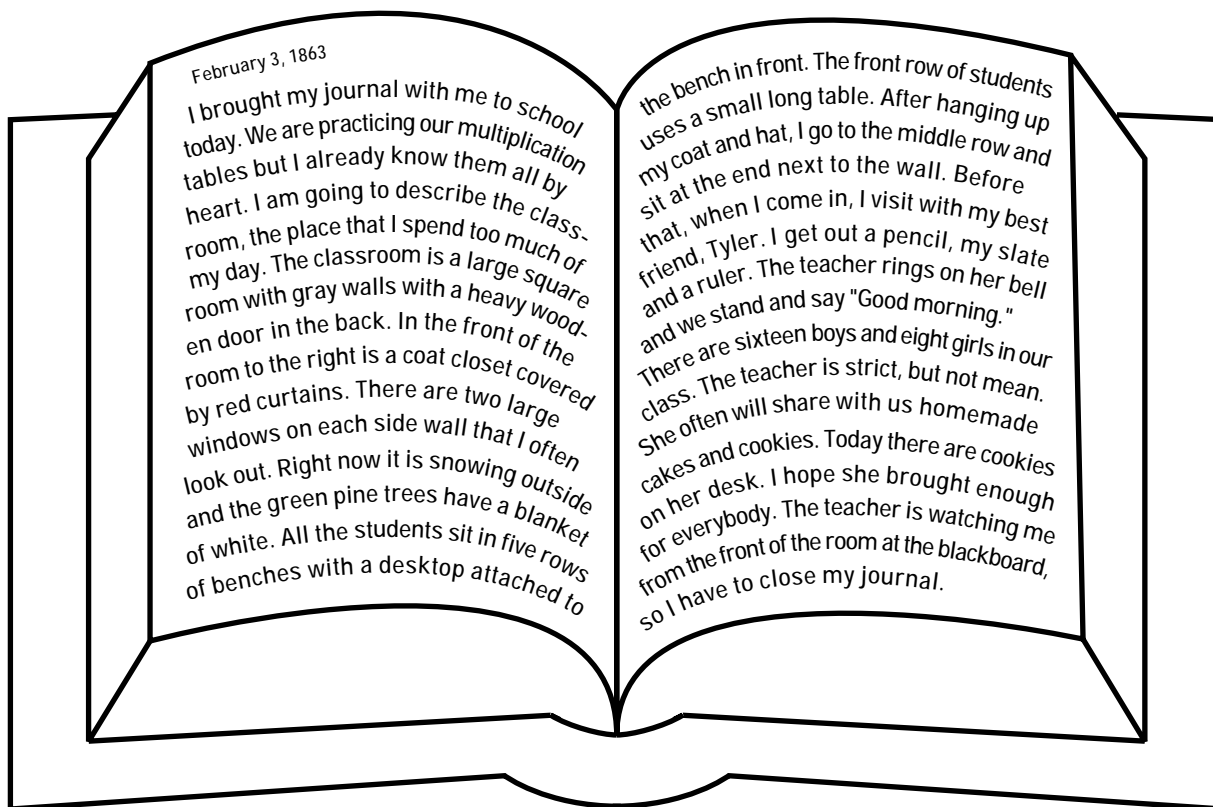
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## Lesson 8 – Words and Fonts Go Hand in Hand

### ART APPLIED TO FCAT

Not only does the font (type design) of a word carry meaning, but usually the words themselves paint a description. Below is a selection from a student's classroom journal from 1863, describing her classroom. She made this diary entry secretly when she was supposed to be doing her schoolwork.



Using the T-chart below, compare this student's classroom to yours of today.

Classroom from 1863	My classroom

Now, on the back of your paper, sketch a diagram of HER classroom. Label specific items that she detailed in her diary entry.



## Lesson 9 – Constructed Realities Look Real

### FCAT READING

#### ***Review the following paragraph:***

Advertisements often contain words that sound truthful and photographs that look real. But all advertisements are staged, or “constructed,” so things aren’t always what they appear to be. The food that looks so real in an ad often isn’t—real food doesn’t look so tasty after sitting under hot lights in a photographer’s studio. Did you know that in some cereal ads, bowls of cereal are filled with fake milk?

*According to the paragraph, why do advertisers use fake food?*

- A. Real food is too expensive to use in a commercial.
- B. The actors may want to eat the food being filmed.
- C. The food would cause the studio to smell.
- D. Real food may not look good after a long photo shoot.

#### ***Read this script (text) from a commercial:***

Hello. You may recognize me as the star of the television show “V.E.R, Veterinary Emergency Room.” Although I am not a real veterinarian, I play one on TV. On my show, I treat many cats that don’t seem to be getting proper nutrition. That is why I recommend you feed your pet Kat Kuisine, made by Purrfect Chows. It contains 100% of your cat’s daily requirements of vitamins and minerals, giving your pet a glossy coat, strong teeth, and plenty of energy. Buy Kat Kuisine... It costs a bit more than other cat foods, but isn’t your cat worth it?

*What is the purpose of this text?*

- F. to convince you to buy Kat Kuisine
- G. to tell you about the television show “V.E.R.”
- H. to inform you of what makes a healthy cat
- I. to tell you why cats are better than dogs

**VER**  
Veterinary emergency room

THINK  
SOLVE  
EXPLAIN

*Why do you think advertisers would use a television star from a pet TV show in their cat food commercial?*

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Name: \_\_\_\_\_

Date: \_\_\_\_\_

Class: \_\_\_\_\_

## Lesson 9 – Constructed Realities Look Real

### FCAT MATH

Talk about constructed realities... Have you ever seen the commercial showing the Valley of the Jolly Green Giant? Of course, this is an example of how advertisers create a world that is not possibly real.

The Giant has been part of the Green Giant Company since 1925 and was originally used to represent their giant sweet peas. Eventually it came to represent the entire company.

Use a metric ruler and the Giant's image to answer the following questions:

*Measure the Giant to the nearest cm. About how tall is this printed character?*

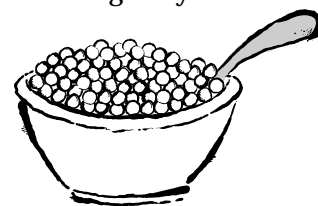
*If each cm equaled 5 meters in real life, how tall would this giant be in the field? Answer in the grid below.*

				m
0	0	0	0	
1	1	1	1	
2	2	2	2	
3	3	3	3	
4	4	4	4	
5	5	5	5	
6	6	6	6	
7	7	7	7	
8	8	8	8	
9	9	9	9	



Of course, the Jolly Green Giant grew to his size and keeps his lovely green tan from eating daily servings of his sweet peas.

- He eats 2 tons of sweet peas at a meal.
- He eats 3 meals a day.



THINK  
SOLVE  
EXPLAIN

*How many tons of delicious Green Giant sweet peas does he eat in a week?* \_\_\_\_\_

*Explain how you got your answer.*

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Name: \_\_\_\_\_

Date: \_\_\_\_\_

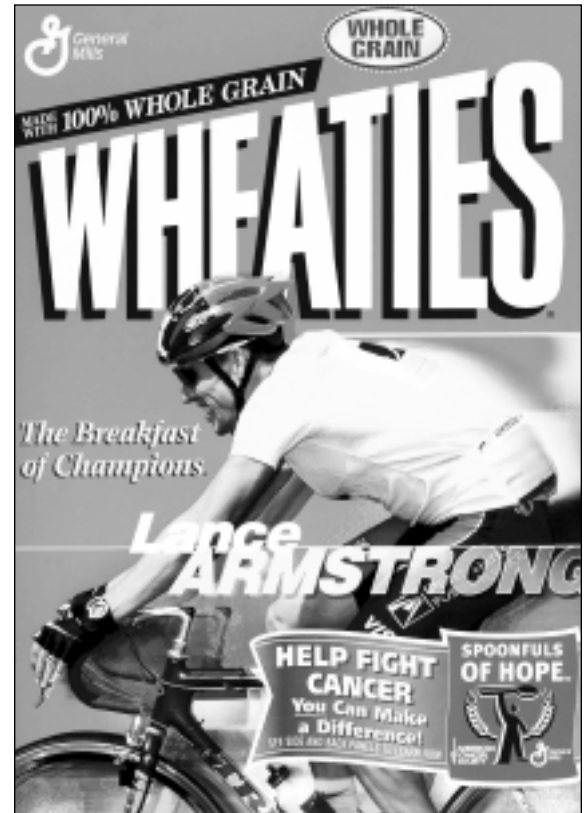
Class: \_\_\_\_\_



## Lesson 9 – Constructed Realities Look Real

### ART APPLIED TO FCAT

Advertisers use constructed realities on their product packaging to attract customers. To the right is a Wheaties cereal box. Analyze the constructed reality on this packaging, then answer the questions below.



THINK  
SOLVE  
EXPLAIN

*The cyclist is not really moving on the box, so how did the designer create the feeling of movement? Support your answer.*

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THINK  
SOLVE  
EXPLAIN

*What is the designer hoping to make you feel or think about Wheaties? Use details from the image to support your answer.*

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## Lesson 10 – Putting Out a Smoke Screen

### FCAT READING

***Read the following news release about choices of cigarette brands and teenagers:***

Just three brands of cigarettes account for nearly all teen smoking. Most teenagers don't smoke, but among eighth graders who are current smokers, Marlboro is by far the most common brand they usually smoke. Newport is the second most popular brand, and Camel ranks third. These three brands together account for 82 percent of the choices of current eighth-grade smokers.

In comparing the brands usually smoked by different groups of students, researchers were surprised to find that Marlboros are every bit as popular among girls as they are among boys. "Considering the rugged, masculine themes and that there are no females in Marlboro ads, one might have thought that Marlboro would be more attractive to boys," comments one researcher. "But obviously that is not the case."

The largest differences between groups in the brands they usually smoked were related to race and ethnicity. "There are large racial and ethnic differences in brand choices," the investigators say in their report. For example, Newport is the most popular brand name among African-American teenage smokers—even more popular than Marlboro is among white or Hispanic teenage smokers.

***What did researchers find out about the brand of cigarettes that teenagers smoke?***

- A. Many girls smoke different cigarette brands than boys.
- B. No one cigarette brand is the most popular.
- C. There were no differences in brand choices related to race or ethnicity.
- D. Most teenagers who smoke choose from just three cigarette brands.

***From the second paragraph, what is the meaning of **masculine**? Circle the correct answer.***

- F. manly
- G. intelligent
- H. outspoken
- I. wealthy

THINK  
SOLVE  
EXPLAIN

***What other factors are related to the cigarette brand teenagers choose to smoke? Use details from the text to support your answer.***

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Name: \_\_\_\_\_

Date: \_\_\_\_\_

Class: \_\_\_\_\_

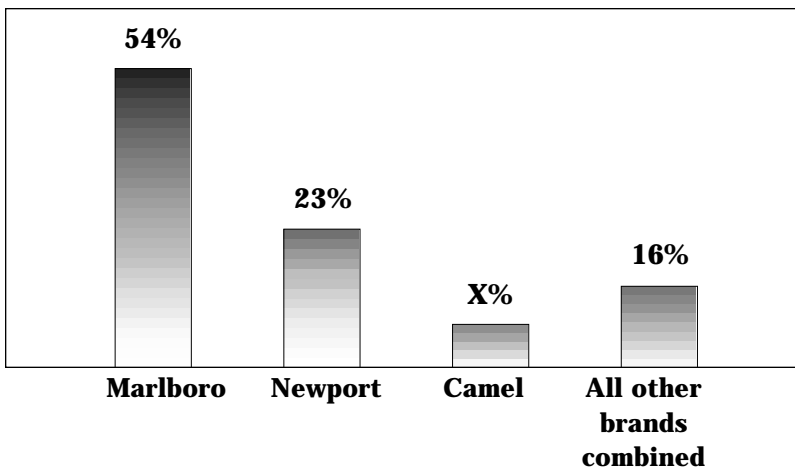


## Lesson 10 – Putting Out a Smoke Screen

### FCAT MATH

Use the chart below showing the brands of cigarettes smoked by eighth graders to answer the following questions:

**Brands Usually Smoked by Eighth Graders, 1998**



*What percentage of students repeatedly smoke Newport and Marlboro cigarettes?  
Answer in the grid.*

				%
0	0	0	0	
1	1	1	1	
2	2	2	2	
3	3	3	3	
4	4	4	4	
5	5	5	5	
6	6	6	6	
7	7	7	7	
8	8	8	8	
9	9	9	9	

THINK  
SOLVE  
EXPLAIN

*What percentage of eighth graders smoke Camel Cigarettes?*

\_\_\_\_\_

*Explain how you got your answer.*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



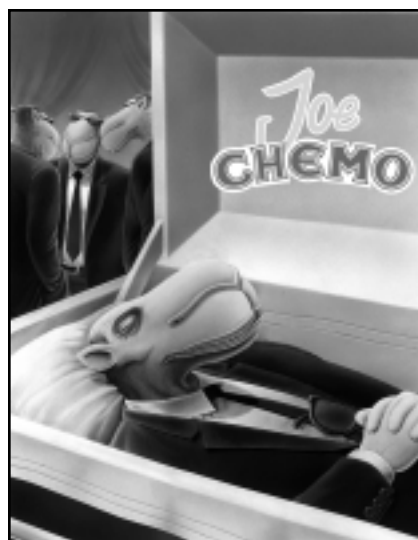
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Date: \_\_\_\_\_

Class: \_\_\_\_\_

## Lesson 10 – Putting Out a Smoke Screen

### ART APPLIED TO FCAT



Courtesy of [www.adbusters.org](http://www.adbusters.org)

THINK  
SOLVE  
EXPLAIN

*Tell what is happening in each of the images above. For each image, what messages are the different designers trying to send?*

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## Lesson 11 – Another Way to Send a Message

### FCAT READING

***Read the following paragraph:***

The Campaign for Tobacco-Free Kids is trying to stop the tobacco industry from targeting and eventually addicting children. The Campaign is working with growing numbers of youths all across the country to help expose the industry's lies. They're also working to pass effective laws to protect kids and reduce the death and disease caused by tobacco. The tobacco companies are shopping for new victims. Their goal is to get young people addicted to their lethal products in order to replace the more than 400,000 smokers who die each year. The Campaign's hope is to make sure that doesn't happen.

***What is the main idea of this paragraph? Circle the correct answer.***

- A. Tobacco companies often lie or hide the truth about the dangers of smoking.
- B. Many children are already addicted to tobacco products.
- C. Many people die each year from smoking.
- D. The Campaign is working to stop tobacco companies from targeting children.

***Read the following paragraph. Answer the questions below:***

Each day, 3,000 students become regular smokers. One-third of them will die early in life—from lung cancer, emphysema, heart disease, or other tobacco-related illnesses. It's no mystery why this happens. The tobacco industry spends more than \$7 billion each year (more than \$18.6 million every day) to advertise its deadly products. By showing happy, beautiful people in its ads, the tobacco industry tries to make a dangerous, addictive habit like smoking appear fun, exciting, and cool to youth. The fact is that without children, the tobacco industry can't accomplish its goals—to replace dead customers and stay in business!

THINK  
SOLVE  
EXPLAIN

***How do cigarette companies target youth? Why would cigarette companies want to do this when it is such an unhealthy habit? Use details from the paragraph to support your answer.***

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Name: \_\_\_\_\_

Date: \_\_\_\_\_

Class: \_\_\_\_\_

## Lesson 11 – Another Way to Send a Message

### FCAT MATH

**THINK  
SOLVE  
EXPLAIN**

*Everyday more than 3,000 students become regular smokers. How many students does that equal in a week?*

\_\_\_\_\_

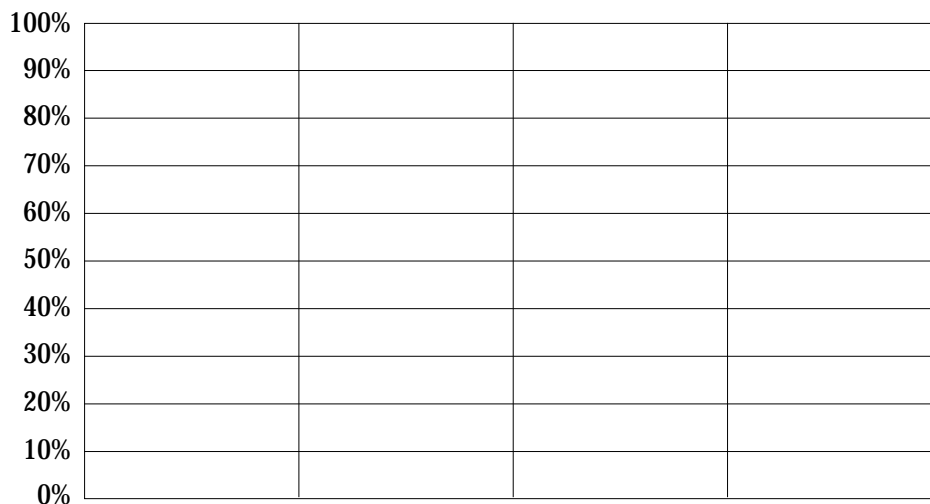
*Explain how you got your answer.*

\_\_\_\_\_  
\_\_\_\_\_

Recent studies show that the tobacco companies have greatly increased their spending to advertise in magazines read by large numbers of youths. Below are the percentages of student readers of certain magazines that Camel cigarettes are advertised in.

Using this data, create a bar graph that shows the percentage of student readers for each magazine. Be sure to include a title and labels.

<b><i>Magazine</i></b>	<b><i>Percentage of readers that are students</i></b>
Glamour	20%
Hot Rod	31%
Vibe	42%
Sports Illustrated	25%



Name: \_\_\_\_\_

Date: \_\_\_\_\_

Class: \_\_\_\_\_

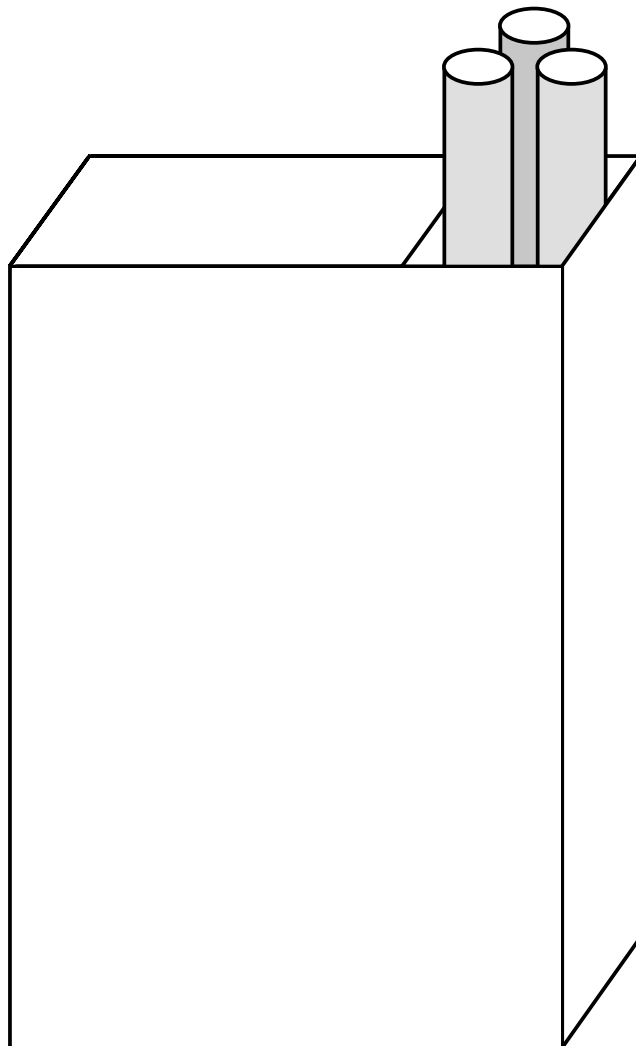


## Lesson 11 – Another Way to Send a Message

### ART APPLIED TO FCAT

You have been hired to design and produce a cigarette pack that is totally unappealing. In fact, just looking at this new package should make any smoker want to quit.

*Look at cigarette advertisements from magazines that show cigarette packs. Can you change or create an original design that gives a more truthful message about smoking? Sketch out your ideas.*



THINK  
SOLVE  
EXPLAIN

*Compare your cigarette pack to the real pack in the advertisement. How does your pack design persuade a student not to smoke? Use examples from both packs to support your answers.*

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