

<b>LESSON</b>	Lesson 1 Blast from the Future 2203	Lesson 2 You're a Living Target!	Lesson 3 Signs of the Times	Lesson 4 Letting One Thing Stand for Another	Lesson 5 Loco about Logos	Lesson 6 We're All Messengers	Lesson 7 Built to Persuade	Lesson 8 Words and Fonts Go Hand in Hand	Lesson 9 Constructed Realities Look Real	Lesson 10 Putting Out a Smoke Screen	Lesson 11 Another Way to Send a Message	Lesson 12 You're the Messenger	
<b>OBJECTIVES</b>	Understand that images, just like text, carry a message that can be "read."	We are all targets for messages that serve to tell or inform, identify, or persuade.	A sign is a mark, shape, or gesture that has meaning.	Symbols are signs that carry complex information that may be interpreted differently based on the beliefs or values of the viewer.	Part of our every-day environment, logos can be brand names or specially designed letters or symbols.	We send and receive messages. Some messages try to persuade us to respond in a particular way.	Advertising agencies and graphic designers construct persuasive messages to sell products.	Words and the way they are designed convey messages in written and visual language.	Advertisements are staged or constructed to sell a product, usually using slogans, characters and actors, but not always telling the truth.	Some ads tell the truth as they try to sell something, while others, such as cigarette advertising, often hide negative facts about the product.	Convert numerical and statistical data into graphic information.	Raise awareness about smoking and encourage an active role as a truthful message sender.	
<b>WORKSHEET</b>	Create a True Pic!	An Image Diary	Redesign Your School Signs	Match 'em Up	My Personal Logo	Sell! Sell! Sell!	Targeting Your Audience	Fontabulous!	Character Collage	The Artful Truth Ad	Getting the Facts	Your Turn to Tell the Truth	
<b>ACTIVITY</b>	Create a self-portrait collage of words and images.	Identify messages received daily and determine the intent of messages.	Create an original school sign and explain its meaning.	Interpret symbols and identify and collect symbols of the United States.	Create a personal logo.	List and explain the parts of an advertisement.	Analyze ads to understand the tools being used to manipulate the viewer.	Create a personal font.	Create a collage of reconstructed characters.	Deconstruct and alter cigarette advertisements to send a more truthful message.	Interview a smoker to determine his/her smoking history and then calculate the money spent.	Create and send informational or persuasive postcard or e-card messages.	
<b>STUDENT CARDS</b>				#1 Poster, <i>Libertas</i>		#2 Poster, <i>To Florida and the South</i> #3 Poster, <i>Work to Keep Free</i>	#4 Graphic, <i>The Way It Works</i> #5 Advertisement, <i>Sea-Monkeys</i>	#6 Graphic, <i>Nike logo</i>	#7 Box cover, <i>Wheaties–Bill Elliott</i>	#8 Cartoon, <i>What–Us Tell Fibs...</i> #9 Advertisement, <i>Made Fresh</i> #10 Advertisement, <i>Pleasure to Burn</i>		#11 Spoof Advertisement, <i>Joe Chemo</i> #12 Spoof Advertisement, <i>Utter Fool</i>	
<b>SUNSHINE STATE STANDARDS</b>  Language Arts	LA. A. 1.2.1 LA. A. 2.2.1 LA. A. 2.2.5  LA. B. 1.2.1 LA. B. 2.2.5 LA. B. 2.2.6  LA. C. 1.2.4 LA. C. 2.2.1 LA. C. 2.2.2  LA. D. 2.1.4 LA. D. 2.2.3	LA. A. 2.1.3 LA. A. 2.2.1 LA. A. 2.2.5  LA. B. 1.2.1 LA. B. 2.2.5 LA. B. 2.2.6  LA. C. 1.2.4 LA. C. 2.2.1 LA. C. 2.2.2  LA. D. 2.1.4 LA. D. 2.2.3	LA. A. 1.2.1 LA. A. 1.2.2  LA. B. 1.2.1 LA. B. 2.2.5 LA. B. 2.2.6  LA. C. 1.2.5 LA. C. 2.2.1 LA. C. 2.2.2  LA. D. 2.1.4 LA. D. 2.2.3	LA. A. 1.2.1 LA. A. 1.2.2 LA. A. 2.2.1  LA. B. 1.2.1 LA. B. 2.2.5 LA. B. 2.2.6  LA. C. 1.2.4 LA. C. 1.2.5 LA. C. 2.2.1 LA. C. 2.2.2  LA. D. 2.1.4 LA. D. 2.2.3	LA. A. 1.2.1 LA. A. 2.2.1 LA. A. 2.2.5  LA. B. 1.2.1 LA. B. 2.2.5 LA. B. 2.2.6  LA. C. 1.2.4 LA. C. 1.2.5 LA. C. 2.2.1 LA. C. 2.2.2  LA. D. 2.1.4 LA. D. 2.2.3	LA. A. 1.2.1 LA. A. 2.2.1 LA. A. 2.2.5  LA. B. 1.2.1 LA. B. 2.2.6  LA. C. 1.2.4 LA. C. 1.2.5 LA. C. 2.2.1 LA. C. 2.2.2  LA. D. 2.1.4 LA. D. 2.2.3	LA. A. 1.2.1 LA. A. 2.1.3 LA. A. 2.2.5  LA. B. 1.2.1 LA. B. 2.2.5 LA. B. 2.2.6  LA. C. 1.2.4 LA. C. 1.2.5 LA. C. 2.2.2  LA. D. 2.1.4 LA. D. 2.2.3	LA. A. 1.2.2 LA. A. 2.1.3 LA. A. 2.2.1 LA. A. 2.2.5  LA. B. 1.2.1 LA. B. 2.2.5 LA. B. 2.2.6  LA. C. 1.2.4 LA. C. 2.2.2  LA. D. 2.1.4 LA. D. 2.2.3	LA. A. 1.2.1 LA. A. 1.2.2 LA. A. 2.2.1 LA. A. 2.2.3 LA. A. 2.2.5  LA. B. 1.2.1 LA. B. 2.2.5 LA. B. 2.2.6  LA. C. 1.2.4 LA. C. 1.2.5 LA. C. 2.2.2  LA. D. 2.1.4 LA. D. 2.2.3	LA. A. 1.2.2 LA. A. 2.1.3 LA. A. 2.2.1 LA. A. 2.2.5  LA. B. 1.2.1 LA. B. 2.2.5 LA. B. 2.2.6  LA. C. 1.2.4 LA. C. 1.2.5 LA. C. 2.2.1  LA. D. 2.1.4 LA. D. 2.2.3	LA. A. 1.2.2 LA. A. 2.2.1 LA. A. 2.2.5  LA. B. 1.2.1 LA. B. 2.2.5 LA. B. 2.2.6  LA. C. 1.2.4 LA. C. 1.2.5 LA. C. 2.2.2  LA. D. 2.1.4 LA. D. 2.2.3	LA. A. 1.2.2 LA. A. 2.2.1 LA. A. 2.2.5  LA. B. 1.2.1 LA. B. 2.2.5 LA. B. 2.2.6  LA. C. 1.2.4 LA. C. 1.2.5 LA. C. 2.2.2  LA. D. 2.1.4 LA. D. 2.2.3	LA. A. 2.1.3 LA. A. 2.2.1 LA. A. 2.2.5  LA. B. 1.2.1 LA. B. 2.2.5 LA. B. 2.2.6  LA. C. 1.2.4 LA. C. 1.2.5 LA. C. 2.2.2  LA. D. 2.1.4 LA. D. 2.2.3
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