

STUDENT WORKBOOK
The Wolfsonian—Florida International University
HEALTHY PROPAGANDA ARTS PROJECT

ARTFUL
TRUTH

BIAS

from the future

WARNING: THIS WORKBOOK WILL EXPAND YOUR PERCEPTIONS OF ART, ADVERTISING, AND THE WORLD AROUND YOU!

Dear Student:

Artful Truth is about the messages being sent to us by the objects and images we see in the world around us. Those messages influence our ideas and feelings. Many of the things we see—the color red, a painting by a famous artist, a piece of furniture, a “STOP” sign, a building, an advertisement—affect us in some way. Sometimes the effect can be good. For example, an advertisement telling us to donate blood may make us think about ways to help people. On the other hand, an advertisement showing people smoking and having fun could make us think that smoking looks cool. But we know what the facts are about tobacco use. That is why it is so important to look closely, find out the real facts, and think about them.

Artful Truth was created by a museum, The Wolfsonian—Florida International University, which is in Miami Beach, Florida. Our museum was chosen by the Florida Division of Health Awareness and Tobacco to develop Artful Truth because our specialty is looking at the messages we see all around us. The Wolfsonian has a collection of more than 70,000 objects made between 1885 and 1945. At the museum, people study these objects to learn more about them, such as why they were made and what they meant to the people who lived with them.

We hope you enjoy the lessons and activities. We thank you and your teacher for participating in Artful Truth!

Sincerely,



Cathy Leff, Director

The Wolfsonian – Florida International University

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We wish to acknowledge the contribution of the following who have participated in the Artful Truth Project and shared their expertise and enthusiasm over the past three years: Christie Davis, Jacques Auger Design Associates, Funny Garbage, Andrea Gollin, Marilyn Polin, and Julia Sytsma.

The Wolfsonian—FIU is grateful to Governor Jeb Bush and the Florida Legislature for their support of the project. We would also like to thank the Florida Department of Health, Division of Health Awareness and Tobacco, which funded Artful Truth, and its staff, including Gregg Smith, School Health Coordinator, Antoinette Meeks, Ed. D., Education and Training Specialist, and former staff members Bradley Coulter and Kim Orr.

DESIGN AND PRODUCTION BY

Pinkhaus, Miami

PRINTED BY

Haff-Daugherty Graphics, Miami

Published by The Wolfsonian—FIU with funding from the Florida Department of Health, Division of Health Awareness and Tobacco.

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THE WOLFSONIAN
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FLORIDA INTERNATIONAL UNIVERSITY

FLORIDA DEPARTMENT OF
HEALTH




From: "Dezel Kewl-2" <Zqxt_@zzz.lzzrd.mx>
Subject: Blast from 2203
To: FLORIDAKID@ARTFULTRUTH.COM

Hey! Is anyone there? I just wrote this cool program. It's like a worm that lets me travel back in time on the Internet, so I can e-mail people in the past. I set a target date 202 years back! I hope it works.

Here's why: I'm studying history in cyberschool now, and my Roboteach asked me to find out about something called Artful Truth. It was really important, because it changed the way kids thought about advertising and tobacco use.

And kids in Florida were supposed to be the experts. That's why I need you: because I have homework to do! So can you help? You can reach me at <Zqxt_@zzz.lzzrd.mx-> My friends call me DK2.

Your school pictures are great for your friends and relatives because they already know YOU. What about people who don't already...

KNOW YOU?



For example, check out this school picture of a fourth grader... You know what he looks like, but can you tell what his favorite food is? How about what he likes to do after school or in his spare time? What about his personality? It's impossible to say.

That's why Dezel would like you to create a **True Pic**... it's not a photograph, but rather a whole picture that really describes you.

Search and collect images and words that represent YOU.

my looks favorite clothes pets video games tv shows

friends fun hobbies family members favorite color

personality favorite food restaurant fun places

You're a Living Target !



From: "Dezel Kewl-2" <Zqxt_@zzz.lzzrd.mx>
 Subject: You got it!
 To: FLORIDAKID@ARTFULTRUTH.COM

Whoa! That is sooooo great! You got it! I'm psyched! Thanks for the True Pic. Now 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, 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 that I wanted to go see it!

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 brand of cereal you eat in the morning, the sneakers you wear, the bag you carry your books in, and the books inside the bag. We see so many visual messages in one day that it's hard to remember all of them.

FROM MORNING TO NIGHT, OUR EYES RECEIVE VISUAL MESSAGES

Visual messages can serve different purposes:

TELL us about something



IDENTIFY something

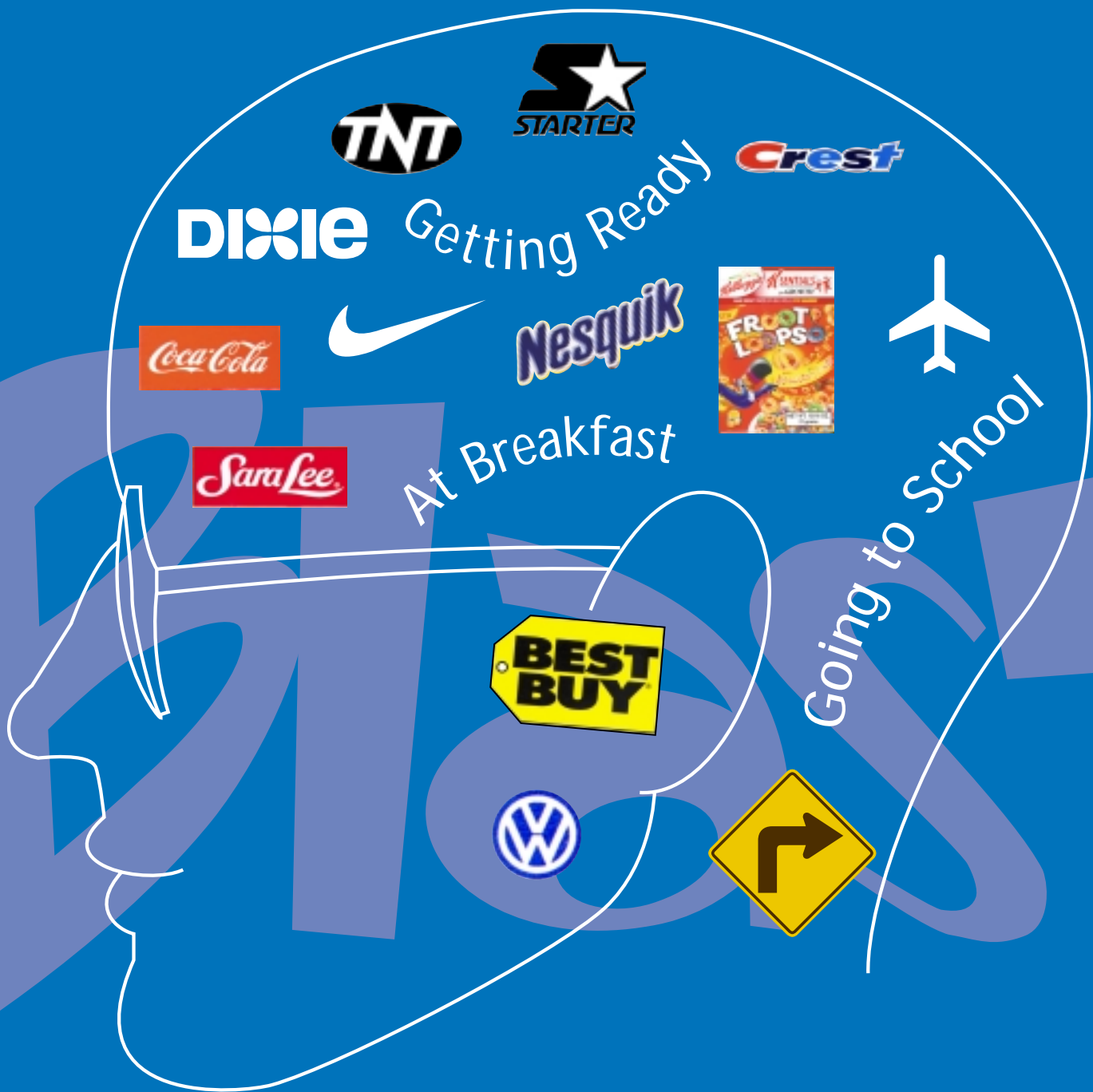


PERSUADE us to do or think something




Check Out The VISUAL MESSAGES



this student received before even getting to school this morning.





From: "Dezel Kewl-2" <Zqxt_@zzz.lzzrd.mx>
 Subject: Skyway signs
 To: FLORIDAKID@ARTFULTRUTH.COM

You asked about what kind of signs we have now? OK. Take the signs on the Skyway. I know, you roll around ON THE GROUND to get from place to place. That's sooooo strange. So your signs have to be on poles stuck in the ground. But we have floating signs. If I see  on a sign, for instance, it means I'm in an elevator lane, so it's legal to take my Skydoo straight up from the ground to cruising altitude.

Or we have the sign  TOLL. It combines the sign for Unimoney  and the word "toll" to tell us we're coming to a Skypay Booth. Oops. My mom just sent me an instant message to remind me to meet her at home. Have to fly. Later, Gator.

Simple images, sometimes alone and sometimes combined with just a word or two, help to guide or warn us about danger. For example, traffic signs warn us, tell us what to do, or explain traffic patterns. 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, and they want their designs to reach people and change the way they act or think.

DESIGNERS DECIDE HOW A SIGN WILL LOOK

These are signs for past summer Olympic Games.

The Olympic Games are held every four years in a different country. Graphic designers in that country create new signs for the different events. These signs were created by three different designers:



1984 Los Angeles Olympics



1968 Mexico Olympics



1996 Atlanta Olympics

Can you identify the three Olympic events these signs represent?

Compare the three designs. How are they alike? How are they different?

Which one(s) do you like and why?



From: "Dezel Kewl-2" <Zqxt_@zzz.lzzrd.mx>
 Subject: What's in a flag?
 To: FLORIDAKID@ARTFULTRUTH.COM

Geez!! I wish I could really go to a school. Instead I log on to Class-on-Line. I get live images of my friends while they are studying the same subject I am, but it's not the same as being with them in person. Today we are studying symbols. My Roboteach says there were about 240 countries on Earth in 2001 and each one had its own symbol—a flag. Now we only have one flag for each continent. Guess how many flags we have in 2203? Seven. One for each continent. Can you tell me more about other symbols of the United States? Thanks. TTYL.

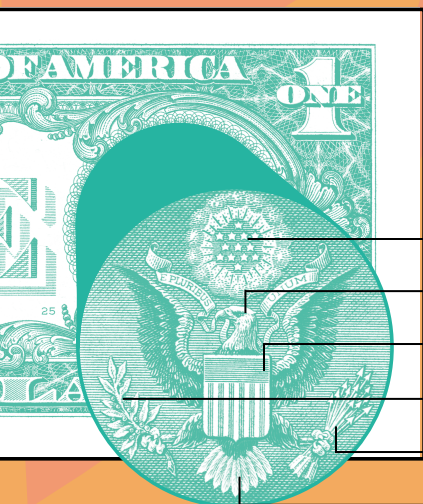
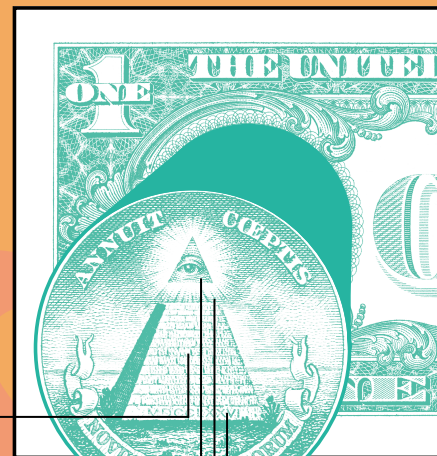


Suppose you were riding your bike and saw a red, eight-sided sign at the corner like the one here. You would know instantly what the sign meant, even if you couldn't read the word on it. But some signs carry more complex information. Sometimes a sign has more than one meaning or interpretation. Those signs are called symbols. A symbol can be a mark, shape, or even a gesture that stands for an idea or a thing. Most symbols have developed over time. Their meanings can change depending on the beliefs or values of the person viewing them.

THE BUCK STARTS HERE

A country's money, or currency, often contains symbols important to that country.

The United States one-dollar bill was designed with many symbols that you may not be aware of. Take a look at a dollar bill and look at **The Great Seal** on the reverse side. See if you can find the following symbols:



- The pyramid is a symbol of wealth and strength.
- The eye stands for the eternal eye of God.
- The pyramid is unfinished, symbolizing the desire to grow as a nation.
- These Roman numerals represent 1776, the year the nation was founded.
- The burst of 13 stars represents the original 13 colonies.
- The eagle's head is turned toward the olive branch, showing a desire for peace.
- The shield covering the eagle's chest with 13 stripes symbolizes a united nation.
- The olive branch represents peace.
- The bundle of arrows symbolizes war.
- The top of the shield represents Congress; the head of the eagle, the President; and the nine tail feathers, the Justices of the Supreme Court.

WHAT'S IN MY EYE?

One symbol may have a different meaning to different people, depending on their culture or background.

"Look" at these different symbols...what do they all have in common?



- 1 The Time Warner Communications logo stands for a TV cable company. What symbols are combined in this logo? Why do you think they were included?
- 2 This CBS logo quickly identifies the television network. What symbols do other television networks use?
- 3 The Eye of Horus is an ancient Egyptian symbol found in the Great Seal of the United States.
- 4 The Utchat symbol was thought by the ancient Egyptians to keep away evil forces. It is often found buried with mummies for protection.
- 5 The Viking Eye of Fire was the symbol of Mother Earth, a goddess, who could see the truth and all the faults of those living upon her.
- 6 The giant Eye of Buddha, found on temples in Kathmandu, shows an eyelid closing symbolizing the sacred state of meditation.
- 7 The Eye-in-Hand is an Oriental protective gesture of Tibetan monks. This symbol was used by early Native American mound builders too. It remains a mystery how two distant cultures could share such a symbol.

Loco about Logos



From: "Dezel Kewl-2" <Zqxt_@zzz.lzzrd.mx>
Subject: Symbols Can Make Your Mouth Water
To: FLORIDAKID@ARTFULTRUTH.COM

Do you have the Silver Spiral? That's the humongous sign you always find outside a McGalactic's, which is my favorite place to eat. I've seen something similar from your time, called the Golden Arches, but I'm supposed to find a bunch of old-fashioned brands and logos for VizThink. You must know a lot about them, so maybe you could e-mail me some ideas about which ones I should pick. I have to explain what they mean, too. Like, for the Silver Spiral, I would say, "When you see that spiral, you know it means good food." Which reminds me: I'm hungry! Think I'll hop on my Skydoo and go grab some tofoodles at McGalactic's. BFN.

P.S. Check out my personal logo.
Can you tell what I like to do the most?



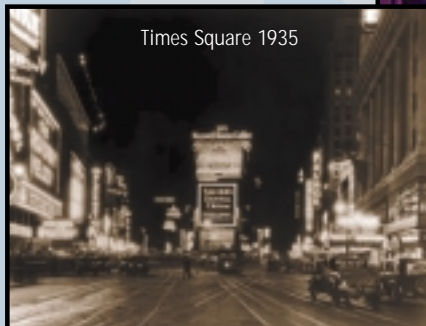
Throughout history people have marked things to show that they own them or that they made them. These signs are known as brands, marks, trademarks, or logos. A logo can be simply the brand's name, or a logo can also be an abstract image or letter. These signs and symbols become part of our everyday environment. They appear on our clothes, on the packaging of the food we eat, in magazines, on Web sites and TV. Today our cities and highways are filled with advertisements for all kinds of products and services. They appear everywhere: on billboards, buildings, buses, trucks, and cars.

THEN & NOW

Have you noticed how many racecars look like speeding billboards?

How about famous locations covered with logos? It wasn't always like that. Can you imagine a world without logos? Take a look at these past and present images.

Advertisers are covering every possible thing for you to see their logos.



Times Square 1935



Times Square 1999



Clear © 2000

© Black Box

© Mark Segal

LOGOPOLIS

Cut out logos from magazines and packages and make your own collage of skyscrapers, spaceships, flowers, or robots.



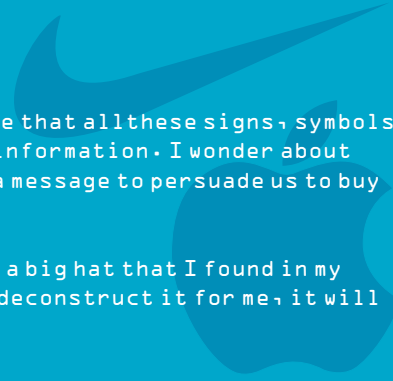
We're All Messengers



From: "Dezel Kewl-2" <Zqxt_@zzz.lzzrd.mx>
 Subject: Time to Take It Apart
 To: FLORIDAKID@ARTFULTRUTH.COM

Wow!! Your personal logo is excellent! I am starting to realize that all these signs, symbols, and logos around me are visual tools, sending me messages and information. I wonder about advertisements... They send messages, don't they? I bet it's a message to persuade us to buy or do something.

Can you help me understand this ad of a man in striped pants and a big hat that I found in my virtual library? I don't get it. I bet if you take it apart, or deconstruct it for me, it will make more sense.



Some messages persuade the receiver to respond in a particular way. Advertisements (ads, for short) persuade us to buy the product being advertised.

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 have words which, together, are called "copy." Advertising copy is especially 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."

You hear slogans and see logos everyday, but how well do you remember them? See if you can match the correct product to each slogan.

- 1 Don't Get Mad.
- 2 Makes Getting Clean Almost as Much Fun as Getting Dirty!
- 3 Bring Out The Best.
- 4 Milk Made Fun!
- 5 Good For Them. Good For You.
- 6 M'm! M'm! Good!



Pieces of The THE AD PUZZLE

Most advertisements contain a few basic parts that are meant to quickly identify the product and convince you to buy it.

COPY

The words in the ad that give information

BRAND NAME

The name of the product

LOGO

Specially designed letters or symbols that stand for the company

SLOGAN

A sentence or phrase intended to sell the product



CHARACTER

Like a logo, identifies a particular product

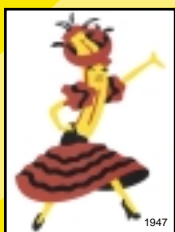
COMPANY NAME

The name of the company that made the product

Who is this character?
Why would Wheatlet want to use him to identify their product?

SLOGANS ≠ LOGOS ...They are a-chancin'

Slogans are sentences or phrases that are easy to say or remember. Logos and characters are meant to be quickly recognized. Advertisers are always updating slogans, logos, and characters to reflect the changing public interests. Look at how Miss Chiquita has changed over the years. Which design do you like best?



Here are a few past slogans used by Burger King. Do you remember any of these? What slogan is used today?

1958 *Home of the Whopper!*

1974 *Have It Your Way*

1989 *Sometimes You've Gotta Break the Rules*

1991 *Your Way, Right Away*

1994 *Get Your Burger's Worth*

2000 *Got the Urge?*

EVERYTHING

Most products are sold through attractive packaging, creative design, and smart advertising. Trained professionals—copywriters, art directors, graphic designers, and marketers—construct images of products they think will appeal to certain people, or target audiences. We see their work in magazines and on billboards, television, Web pages, and in other media.

Want
This

Not
For Me

Marketing

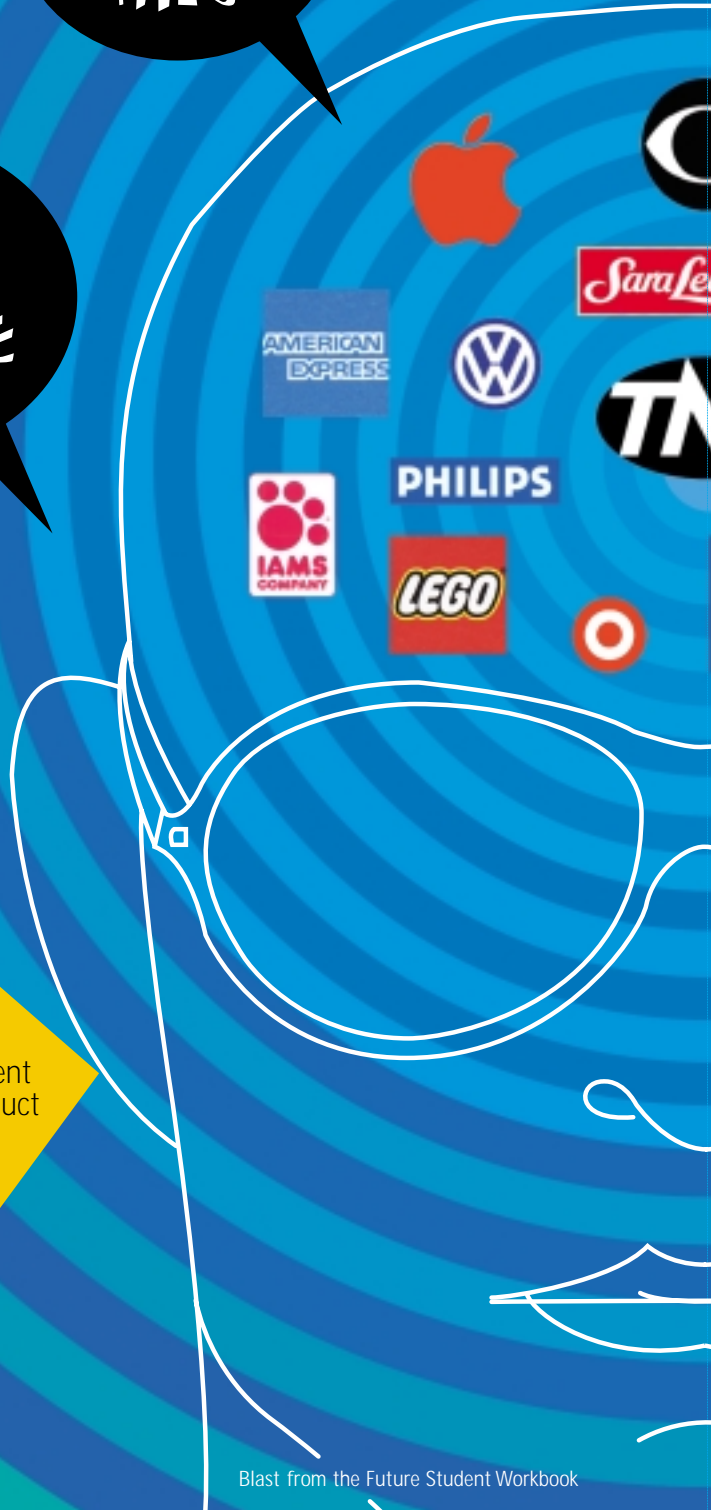
- Studies public to identify target audiences
- Studies target audiences to design appealing products and persuasive ads
- Tests product and ads through focus groups
- Conducts surveys of users to improve product design or promotion

Product Manufacturer

- Makes the product
- Sells it
- Works with advertising agency to promote it
- Works with marketers to reach a target audience

Media

- Promote product through paid advertisements
- Flood the environment with images of product
- Make product stand out in stores and in people's minds



MUST BE SOLD

Buy That

From the time it is created until it is used, every product goes through a network of people who play different roles. Study the roles of the advertising and promotion businesses here and try to figure out how you fit into this picture. Which parts have to do with you and what you want? If you could change things around, what would you do to change the role you play now? What part would you like to play in the future?

Need Cash

Advertising Agency

- Creates an advertising and marketing strategy for product
- Makes product appealing through words and images
- Links product to personalities, celebrities, or sporting or cultural events
- Links product to qualities that appeal to target group
- Presents product to public through ads

CONSUMER

- Responds to ads by buying or not buying product
- Uses product and decides if ads have been truthful
- Buys or doesn't buy product again
- Recommends or doesn't recommend product to friends
- Responds to surveys about product, if asked

Built to Persuade



From: "Dezel Kewl-2" <Zqxt_@zzz.lzzrd.mx>
 Subject: Who's the target?
 To: FLORIDAKID@ARTFULTRUTH.COM

Now I get it! My VizThink class is going really well, thanks to you, my friend. Now we're learning about what advertisers call "the target audience." That term always makes me imagine words and images flying through the air like arrows, disappearing into people's eyes and ears. Roboteach says some products are designed to be sold to kids, some to adults, some to parents, and some to everyone. Marketers decide who they want to reach with a message, and then try to figure out how best to send it.

Advertisements are meant to manipulate us. They try to persuade us to buy things or do something – maybe give money to a charity or go to see a new movie. Companies hire advertising agencies and graphic designers to design or construct advertisements or packaging that will send out persuasive messages about their product.

One way to avoid being manipulated is to analyze how ads and packaging work. By taking ads apart, or **deconstructing** them, we can understand why they make us do or think certain things. We can also determine who is the target audience and who is most likely to buy the product.

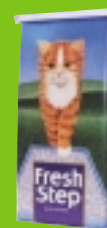
These advertisements are selling very different products. Can you tell what "product" is being sold in each one?



What is a TARGET AUDIENCE?

Below are TVs tuned in to popular television shows.

Who do you think is the target audience for each show? Guess which products might be sold during the commercials (some may be used more than once). What makes you think this? Which of these products would probably NOT be advertised during each show? What makes you think this?



got milk?





From: "Dezel Kewl-2" <Zqxt_@zzz.lzzrd.mx>
 Subject: What's Your Fontasma?
 To: FLORIDAKID@ARTFULTRUTH.COM

Wow, selling products is a big job. They sure spend a lot of time and money to target the right audience. Sometimes I send messages to my Lunar Scout friends in a special alphabet we invented called Fontasma. Like our personal logos and our True Pics, our fonts "look" like us. Here's mine:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



The words, or copy, in an ad are powerful carriers of messages. Not only do they say something in "written language," but they also say something in "visual language." The graphic designer brings the words to life by carefully selecting the design of the typeface (also called the font), and its color and size.

Designers may choose to convey something useful about a product by using a serious-looking font. Or they may decide to use a surprising or mysterious font, to make you curious about it. They may choose to make the words look silly or goofy to persuade you that a product is fun to use.

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 this. First, they gather information about the product, the audience to be targeted, and the company's logo and slogan. Then the designer builds the ad by combining type design (or fonts), colors, and photographs or illustrations.

Typesfaces have evolved throughout the centuries.

Can you believe this type was commonly used two hundred years ago?

Old English

STYLES CHANGE WITH TIME. THIS FONT WAS USED IN THE 1920S.

Parisian

This 1909 type is considered by many to be the first modern typeface.

Bodoni

This 1929 "face" was considered to be the most legible sans serif font.

Gill Sans

BRAND-O-MANIA

You might be amazed at how familiar you already are with brand name fonts.

How many brand names can you recognize by the font alone?



Like human faces, typefaces, or fonts, can express certain emotions or attitudes:



Easy to read or tough to read? Some fonts are easier to read than others. Look at how the shape, thickness, thinness, size, and color of the letters play a role in how easy they are to read:



Letters can be loud, exciting, and noisy too:



Constructed Realities Look Real



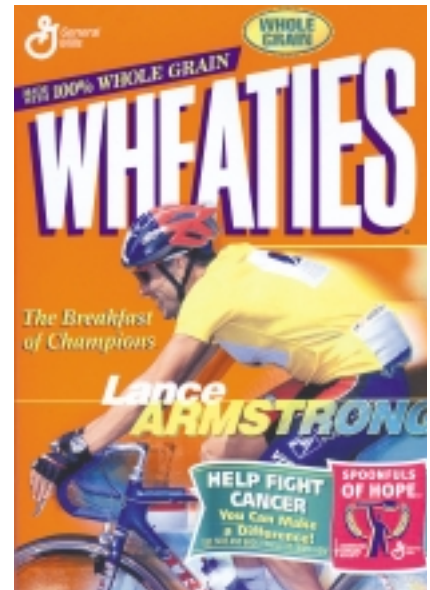
From: "Dezel Kewl-2" <Zqxt_@zzz.lzzrd.mx>
 Subject: Are they for real?
 To: FLORIDAKID@ARTFULTRUTH.COM

Cool alphabet!! I'm really getting to know you! Or at least I'm getting to know the person you have been inventing through your True Pic, logo, and Fontasma. Roboteach says this is a lot like the way advertisers in 2001 created an advertising strategy.

Did I tell you about my special goggles that allow me to see images of things that I think about?

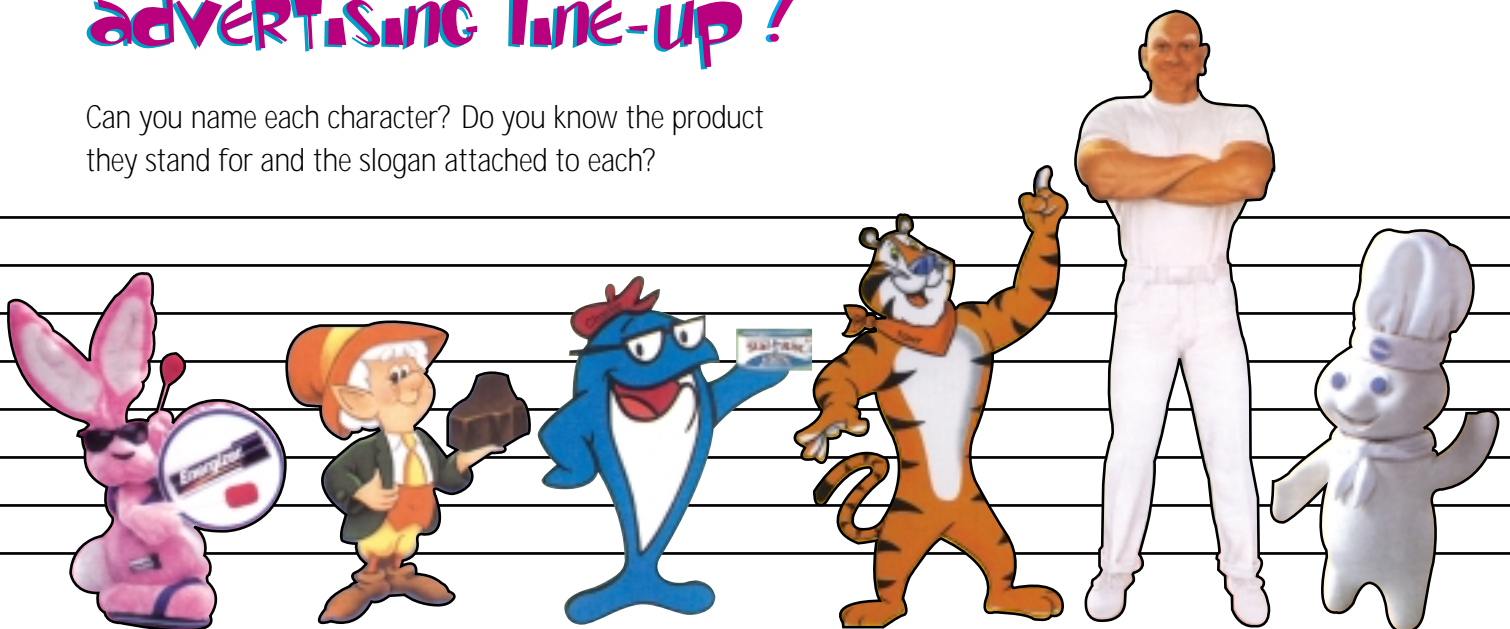
Using scanners and computer software, I can change the background of a photo, add things to it, or combine several different shots. It's fun, but I know it's not real.

The words in ads often sound truthful, and the photographs 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. Usually the people shown in ads are make-believe, too. Models are paid to act or look a certain way. Famous people are paid to act as if they use the product. When a celebrity endorses, or recommends, a product, the message is: If you buy this product, you will have fun or wealth or fame, just like me. You know, like the photographs of athletes such as Michael Jordan or Sammy Sosa on boxes of Wheaties cereal, "The Breakfast of Champions."



Can you identify this advertising line-up?

Can you name each character? Do you know the product they stand for and the slogan attached to each?



Make-Up ARTISTS

Just because a food product is the star of a television commercial, and not an actor, it doesn't mean there is no need for a "make-up" artist.

Because of the long hours spent under hot lights in a photographer's studio, the food you see on television might not be as tasty as it looks. Here are some behind-the-scenes secrets that advertisers use to make their products more attractive to you, the consumer.



Mmmmm....a thick juicy hamburger, right from the grill. Hardly! The juicy appearance is the result of the meat being brushed with brown food coloring, Vaseline, or vegetable oil. In fact, some of those sesame seeds have been glued on to make the bun more appealing. What a mouthful!

Who would want to look at soggy cornflakes in their cereal bowl? Cereal stays crisp in milk only for a few minutes and then turns to mush. The bowl of cereal you see on commercials is often filled with glue. The thick glue does not soak into the flakes, as milk does. Sound tasty?

hot lights? Answer: You don't use ice cream. What advertisers might use is vegetable shortening (like Crisco), mixed with corn syrup and powdered sugar.

Food advertisers can get away with these behind-the-scenes tricks as long as the product they are selling is real. The cereal covered with glue is real and the hamburger is the real thing, even though it may slide out of your hands!

How do you film ice cream when it melts so quickly under

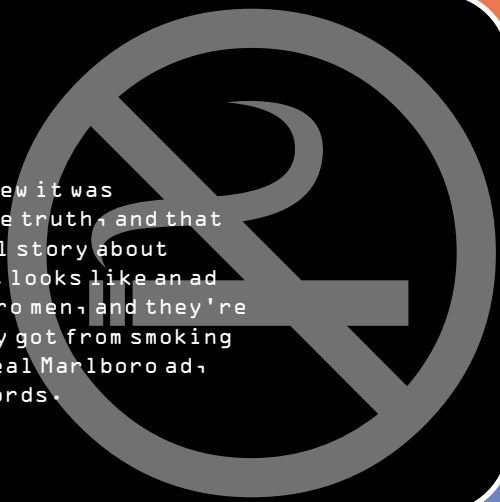


Putting Out a Smoke Screen



From: "Dezel Kewl-2" <Zqxt_@zzz.lzzrd.mx>
 Subject: Hard to believe!
 To: FLORIDAKID@ARTFULTRUTH.COM

I still don't understand why people used tobacco if they knew it was bad for them. Roboteach says they just didn't know the whole truth, and that you Artful Truthkids were some of the first to tell the real story about tobacco. Roboteach showed us this really cool artwork that looks like an ad showing two tough cowboys. I think they were called Marlboro men, and they're sitting on their horses talking about the lung disease they got from smoking cigarettes. Boy, it really tells the truth. Then we saw a real Marlboro ad, and we saw how the message changed by simply changing the words. Can you show me how to do that?



California Department of Health Services, Tobacco Control Section

Many ads, even though they are trying to convince us to buy something, tell the truth. Telling the truth is a good way to sell food, or even tennis shoes, if the food is good for you or the tennis shoes are well made and worth buying.

But what if a company is trying to sell something that is dangerous or bad for you, such as tobacco? Many times it's not the things included in the ad, but the things that are left out that tell the real story about a product. People in tobacco ads, for example, never have stained teeth or hands, although people who smoke a lot do! This is what cigarette companies did for many years: they claimed cigarette smoking was not unhealthy. Now judges and juries have decided that tobacco companies did not tell the whole truth. Some people who smoke do not understand how tobacco harms them or that nicotine is addictive.



Camel advertisement from 2000



Camel advertisement from 1932

LET'S DO THE TIME WARP

Examine these print advertisements for Camel cigarettes from two different time periods.

- How are they similar? Different?
- What messages are being sent?
- Why might Camel choose to use an image of someone from the 1960s in their 2000 ad?
- Why would Camel want to show healthy-looking tennis players in their 1938 ad?
- Do you think tobacco ads should be allowed in the future? Why or why not?

THE TRUTH

BEHIND THE IMAGE

You have seen them—cigarette ads in the pages of magazines. Often these ads portray a glamorous life-style, full of activity, fun, and friends. Cigarette companies don't show you the eventual effects of smoking in their ads and why would they? They cover the truth with appealing images to sell their product.

Keep clutching that pack, buddy...cigarette smoking increases both the risk and severity of **arthritis**.

Lady, you're not getting any younger, and smoking speeds up an aged appearance. Most smokers develop **wrinkles** around their eyes and smoking has been associated with prematurely gray hair and even **hair loss**.

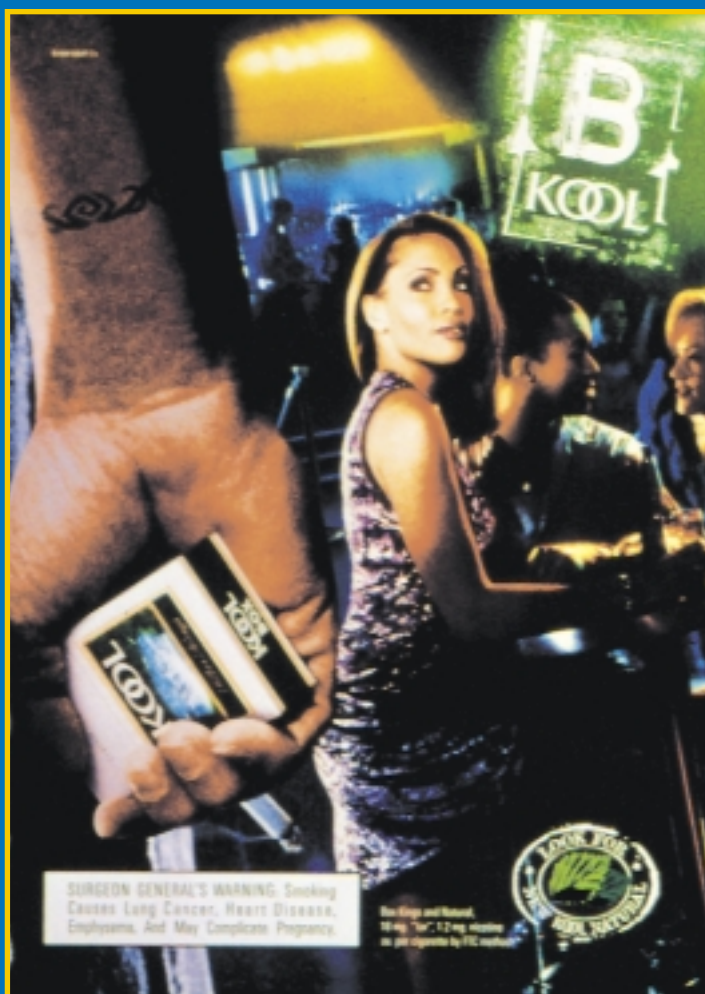
Wonder how she is feeling? Does she have a tickle in her throat? Smokers are more likely to be coughing up phlegm and experience more **severe symptoms** when they get the flu.

He better keep his distance with that **ashtray breath** and clothes that reek of cigarettes.

Bet she is wearing perfume...Too bad he can't smell it because, as a smoker, **his sense of smell is shot**.

Careful with that smile, she just might be flashing **yellowed teeth** or worse, diseased gums.

Oh, the blaring music! Smoking and nicotine have also been associated with increased **headaches**.



Don't lean in too far...smoking is a risk factor for **osteoporosis**, especially for those who started to smoke at an early age.

Don't forget her name, fella. Recent evidence shows that smoking actually doubles a person's risk of **dementia and Alzheimer's**.



From: "Dezel Kewl-2" <Zqxt_@zzz.lzzrd.mx>
 Subject: Gross!
 To: FLORIDAKID@ARTFULTRUTH.COM

Today Roboteach gave me a real jolt. The lesson was on the effects that tobacco had on the body. You already know all this stuff, I'm sure, but it was the first time I'd ever seen a picture of lungs full of that black junk. I couldn't believe that even people who didn't smoke themselves, but who were in the same room with people smoking, could get sick, too. What I don't understand is why people still smoked after the government put those warning labels on all cigarette packages and ads? Roboteach said that back in your day, more than half the people who smoked as adults had started before they were 18 years old. Maybe you can explain that to me? Do you know anyone who smokes? Why do they do it, if they know it's so bad for them? I'm confused.

Making Images Count

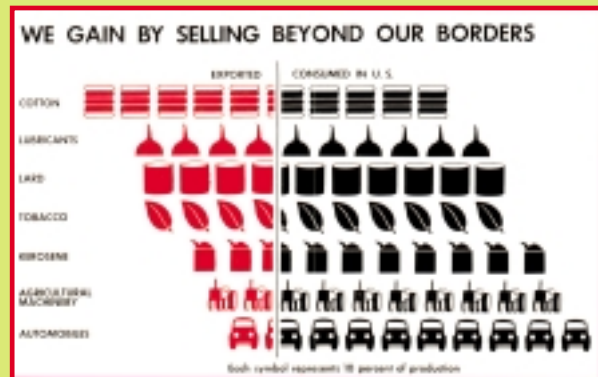
You've explored how signs, symbols, logos, slogans, fonts, and constructed images are used to create persuasive messages. There is another tool you may find helpful when you become an Artful Truth graphic designer.

You can turn numerical information, such as fractions and percentages, into visual information, so that it tells the fact with a picture, which may be more easily understood.

In the pictographs below, the graphic designer used visual symbols instead of words or numbers. These images show facts about U.S. factory production and sales in 1940.



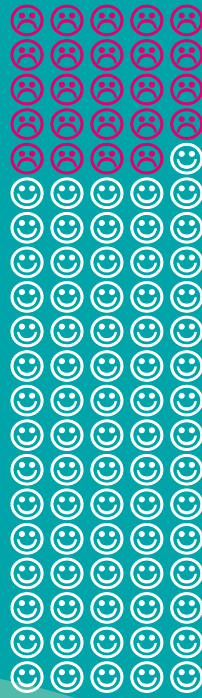
This pictograph uses color to show that one out of five people in the U.S. depended on foreign trade in 1940.



This pictograph shows the percentage of products sold to other countries compared to how much was sold in the U.S.

WHAT'S A PICTURE WORTH?

Sometimes it is easier to "get the message" when facts are changed from words to images. For example, the graphic designer of this workbook created these three pictographs about smoking. See if you can match each one of them with the correct fact below.



- FACT** High school students who are current smokers = 34.8%.
- FACT** 24.1% of adults (26.4% of men and 22% of women) are current smokers.
- FACT** Almost 90% of adult smokers began at or before age 18.
- FACT** Currently one out of every five eighth graders (20%) are smokers.
- FACT** Each day more than 3,000 kids try smoking for the first time.
- FACT** Teenage smokers suffer from shortness of breath almost three times more often as teens who don't smoke.
- FACT** Smoking is associated with hearing loss, vision problems, and increased headaches.
- FACT** Smoking by high school seniors reached a 19-year high of 36.5% in 1997 and has dropped to 34.6% now.
- FACT** Smoking by African-American high school boys increased from 14.1% in 1991 to 21.8% in 1999.
- FACT** 14% of high school boys currently use smokeless chewing tobacco.

Find your own fact or use one above to create a picture that quickly and clearly shows your information.



From: "Dezel Kewl-2" <Zqxt_@zzz.lzzrd.mx>
 Subject: In a while, crocodile
 To: FLORIDAKID@ARTFULTRUTH.COM

Heeeeeey! I'm getting a new Roboteach! Believe it! I passed all my exams, so I get a new unit next month. Can't wait. My brother says I'll learn some way-cool stuff. But first...I'm going on vacation with my family! We're going to Roboworld and then to the Skydoo races. My dad says we're all leaving our cellputers at home, "Because sometimes it's nice to be unplugged." So I'm outta here for a while, but I'll be back in touch! Keep on telling the truth.

Postcards or e-cards are quick and easy ways to communicate. They come with messages of all kinds, such as birthday wishes, greetings from friends on vacation, or get-well thoughts. By combining both pictures and words, you are sure to get the message across loud and clear. These Artful Truth postcards were created by students from Debra Cline's class at Manatee School of the Arts in Palmetto, Florida.

Now it's YOUR TURN TO TELL THE ARTFUL TRUTH.

You're the Artful Truth designer and your project is to create a dynamite card that sends a truthful message about tobacco.

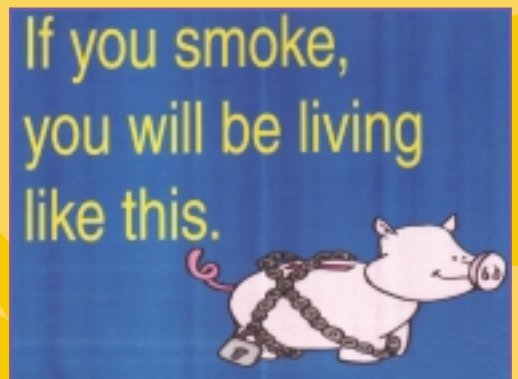
What message do you want to tell your target audience? If they are smokers or people who want to try, what would you tell them? How would you tell people at tobacco companies you know about their manipulative advertising?

Who is your target audience? Keep your message short. Find images that help explain your message. Arrange or compose your message using additional art materials, such as markers.

Use glue to set the final arrangement. Address and send it!



Louis Jurgensen and Audrey Hurst



Brittany Jackson



Jonah Wright

DESIGN AND PRODUCTION BY

Pinkhaus, Miami

PRINTED BY

Haff-Daugherty Graphics, Miami

PAPER SUPPLIED BY

Appleton Coated LLC

PAPER

Utopia Book® Bright White Matte 50 LB Text

Utopia Book® Bright White Matte 80 LB Text

Utopia Two® Blue White Dull 100 LB Cover

