

LESSON PLAN

Lesson Title: Poster Design

Grade Level: 7 – 12

Length of Lesson: Four 90-minute Class Periods

Instructional Objectives:

- Students will examine design elements of event posters throughout the 20th century, including Buddy Johnson poster.
- Students will conceive and develop a design for a poster advertising a school event.

Vocabulary:

Sketch

Elements of Art: Line, Shape, Color, Value, Texture, Space, Form

Principles of Design: Balance, Unity, Variety, Movement, Emphasis, Rhythm, Proportion, Pattern/Repetition

Florence County Museum Connections:

Pee Dee History Gallery: Miller's Grocery

Materials:

Pencil

Erasers

White Drawing Paper, at least 9 x 12

Colored Pencil

Reproductions/Images of event posters throughout the 20th century

Questioning:

- How might a designer best communicate the details of an event while keeping visual unity?
- How can you make a particular detail stand out to the viewer (How do you create emphasis)?
- Do you think the design of a poster can cause a viewer to take action? (i.e. attend an event, purchase tickets, etc...)

Instructional Procedures:

- Students will be given a brief introduction to design and advertising in the 20th century. Students will use the advertisement for the Buddy Johnson Concert as inspiration to create a poster advertising an upcoming school event.
- The teacher will lead a discussion in ways to visually represent the event while including all necessary information a viewer might need (e.g. time, date, location, cost, etc...).
- Students will create 4 design ideas (sketches) that would advertise an upcoming school event. After consulting with the teacher, the students will choose one idea to take to completion.
- Students will then draw a detailed advertisement adhering to the Elements of Art and Principles of Design. The Design should include text communicating all important event information. Visual imagery that will attract viewers is also required. This Poster Design should be completed with color, using colored pencil, marker, pastel, or media of teacher's choosing.
- Consider printing reproductions of each work and having students hang their work throughout the school or community to advertise the upcoming event.

Closing:

- How does your design communicate the details of a school event while keeping visual unity?
- How does your design make a particular detail stand out to the viewer (How did you use emphasis)?
- Do you think your poster design will cause the viewer to attend your school event?

Supplemental Information:

flocomuseum.org/pee-dee-connections-lesson-supplements



Florence County Museum
111 West Cheves Street
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PEE DEE CONNECTIONS

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ABOUT THIS POSTER

After the United States Army decommissioned the Florence Army Air Field in 1945, the former military base resumed its purpose as the municipal airstrip known as Gilbert Field. For twenty years (1948 - 1968), the old film house on the property previously used for Army recreation and training films became the home of the Florence Little Theatre.

In addition to the theatre, another building became a popular local performance venue after the war; the old air base gymnasium.

Famous local jazz pianist and conductor, Buddy Johnson, and his sister, Ella, were the headlining performers at a concert held there in April, 1951. Buddy Johnson was born Woodrow Wilson Johnson in Darlington, SC in 1915. After graduating from Mayo High School and moving to New York City, he was picked up by Decca Records.

He soon began recording and performing at the Savoy Ball Room and Apollo Theaters in Harlem. Johnson composed many hit songs, including the jazz standards "Since I fell for You" and "Walk 'Em".

The concert at the gymnasium was presented by the Florence Black Sox, an all African American segregated baseball team organized around 1930 who held their games at the American Legion Field on Oakland Avenue. The Florence White Sox, who also played at the same stadium, were an all white team.

The Community Arts Program is part of an arts integration program through the Florence County Museum. Funding for this program is provided by the **National Endowment for the Arts** and the **Trustees of the Florence Museum**.



Florence County Museum | 111 West Cheves Street | Florence, South Carolina | 843.676.1200 | flocomuseum.org

Tuesday - Saturday: 10:00 am - 5:00 pm, Sunday: 2:00 pm - 5:00 pm

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IN PERSON

"LOVELY IN HER EVENING GOWN"

"I'M TIRED CRYING OVER YOU"

"AS I LOVE YOU"



Buddy Johnson



HIS PIANO

AND HIS ORC

"BECAUSE"

BY ARTHUR PRYSOCK

WITH ELLA JOHNSON

GLOBE POSTER CORP. BALTIMORE

Concert Poster
Buddy Johnson, with Ella Johnson
at the Air Base Gym, Florence, SC
Globe Poster Corporation, Baltimore, MD
1951
2013.14.306
Millers' Grocery Collection
Gift of Gwendolyn Robertson