

5th Grade: March
Lesson 5: Travel Poster
Chalk Pastel

Objective: To create a travel poster including a landscape composition suggesting perspective and the place name with lettering

Technique: Sketching and drawing with chalk pastels

Set-up: (before lesson starts, docent and aides)

Chalk pastels
9" x 12" colored construction paper
Baby wipes
Spray Fixative

Visuals:

High Sierra, Sam Hyde Harris
Sample artwork

Teaching the Lesson: (1 hour, total)

Give your aides a brief summary of the lesson

Introduce yourself and your aides

Sam Hyde Harris was an English-born commercial and fine artist who immigrated to America and lived in Los Angeles, San Marino, and Alhambra. During the 1920s through the 1970s he painted and taught advertising and illustration, and was hired to create travel posters for the Santa Fe Rail Road to generate recreational travel throughout the United States. Show *High Sierra*, by Sam Hyde Harris. Today you will create your own travel poster showing perspective and lettering. Show sample artwork.

1. Review (3 min)

- Pastel use and technique: They resemble chalk, but are quite different. Pastels can be used to draw, sketch, color, add small details, and even to blend and smear like paint or chalk.
- **Holding and applying:** Hold your pastel sideways (NOT a like pencil or crayon), between thumb and forefinger. Press softly but firmly on one spot of the paper; this will give you a short but broad mark/streak.
- **Blocking:** Blocking is filling in a space with color. You can use the side or the tip of the pastels and color in your shapes. Your hand will control how dark or light you want to make the color—a bit more pressure on the pastel may make the color appear darker; and less pressure may make the color appear lighter.

- **Blending:** Blending is done by starting with one color, and rubbing an area/patch of color on the paper; next, lightly rub another layer of color over the first color. These two layers will visually blend and look like a color somewhere in between the 2 colors of the pastel.
- **Tip:** Advise students to BE CAREFUL. Avoid blowing the pastel dust up; rather tilt the paper and let dust fall on your desk. Demonstrate as needed.

2. Plan the Scene (3 min)

- Choose the destination: State report locale, vacation area, national park
- Plan the scene: components (skyline, monuments, natural features, mountains, water etc.); scale and perspective (overlapping images, extending off the page, size and emphasis of images)
- Plan lettering: Font; size and location on poster
- Plan the orientation (horizontal or vertical layout; consider focal point and height or width of main subject)
- Consider value: Bright and dark areas; choice of light and atmospheric effect and weather (cloudy, hazy, bright)
- Consider color: Warm, cool and color accents for light/shade contrast. Deepen colors for emphasis, use lighter colors to show light source and highlights.

3. Draw the Foreground (15 min)

- These are the largest and closest objects in the drawing and have the most detail. Remember scale and perspective.
- The **foreground** shows the things that are **closest** to you in your picture. Since they are closest, they will also be the biggest and have the most detail (scale).
- With the tip or corner of a light or middle value color pastel, sketch an outline of the objects you want in the front of the picture. Sketch in lettering for your destination.
- **Tip:** Mistakes can be lightly rubbed with a clean finger to “erase”
- Color in: Use a darker value color pastel that represents what you will have in your foreground. Keep the warmest colors and most contrast (darkest darks and lightest lights) in the front, closest to the viewer and the center of interest. You can also layer or blend two or more colors to make new colors.

4. Draw the Middle Ground (10 min)

- These details will be a little smaller, to show distance and perspective. Now think about what kinds of things you see in the **middle** of your poster (buildings, trees, roads, etc.). They are a little farther away in your picture, so you need to draw them a little smaller. Think about how big those objects are in relation to what you have already drawn.
- Some of the (larger) objects you already drew in the foreground may overlap in front of the middle ground shapes you are adding now. This

helps to suggest that some shapes are closer and some are further away.
This is what artists call **perspective**.

- Choose a light value color pastel, and sketch in the outline to these middle ground parts to your picture now. Draw additional details to build your scene. Color in.

5. Draw the Background (10 min)

- This is what is in the distance of the scene. It will be the simplest and have the least amount of detail. Since the background is the furthest away in your picture, the objects there will be even smaller and simpler and will also have less detail as a result.
- Backgrounds can be simple (blue sky, distant mountains, clouds, etc.) Sketch that in now, with the appropriate light value colors to accentuate distance. Color in.

6. Complete and Share (10-15 min)

- Adding color: Warm and cool color accents for light and shade contrast. Deepen colors for emphasis; make rich dark colors by pushing harder as you draw. Use the corner of the pastel to create thin, striking lines to show detail.
- Adding light: Use lighter colors to show light source; layer and blend on top of darker colors to highlight
- Sign name
- Give a title
- Share

Clean-up: (after lesson ends, docent and aides)

Close the lesson, clean up the classroom

Spray artwork with pastel fixative **outside** the classroom (do not allow children to be present when spraying and close doors to the classroom)

Line papers on the ground next to each other and allow each to dry for a couple of minutes before returning to classroom.

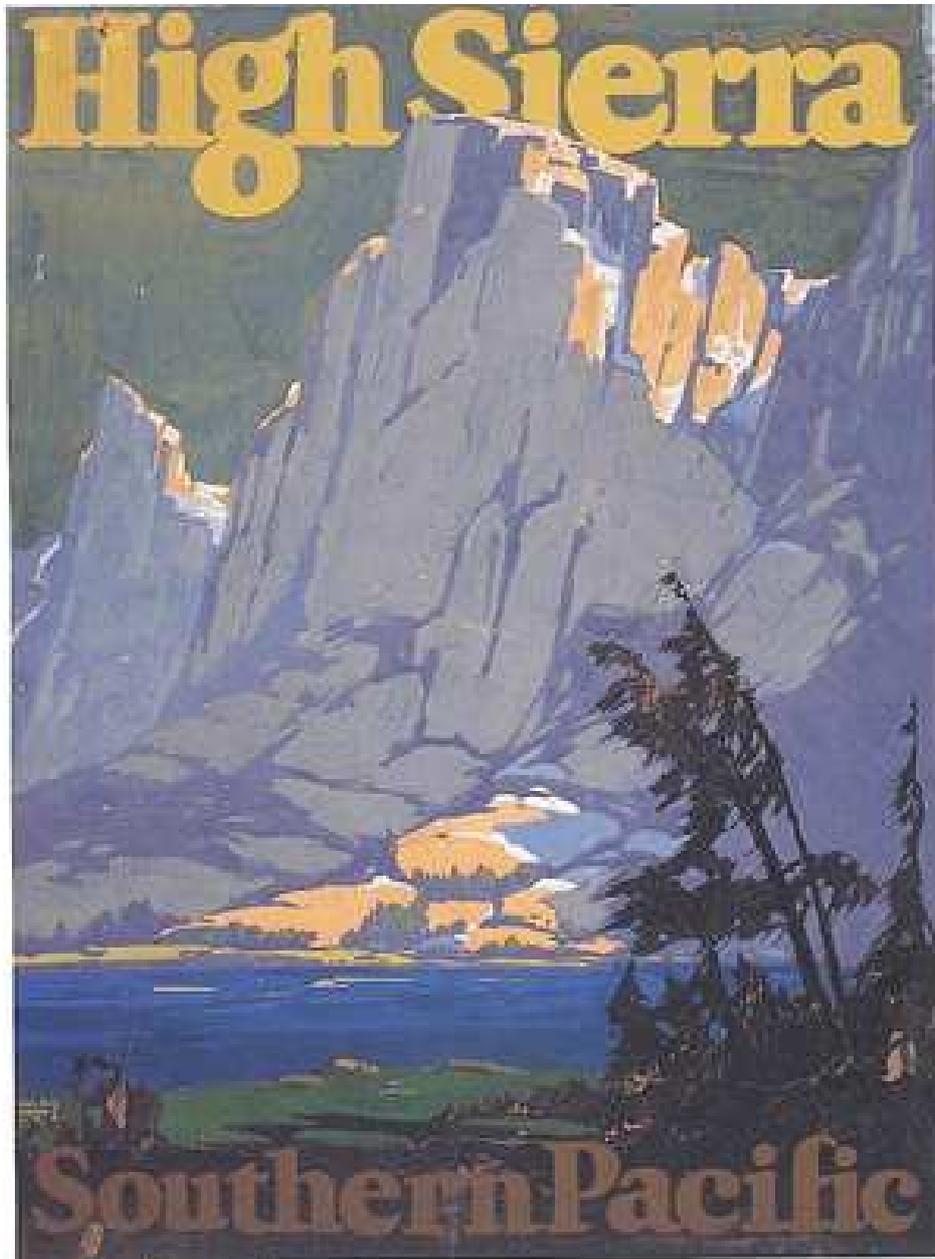
Return pastels to containers

Return all materials to bin

Return all materials to the art closet

Ask teacher where to store artwork

Arrange time with teacher to display artwork



High Sierra, Sam Hyde Harris



Sample artwork