

Art Images and communication

Objectives


- read about the use of images to communicate a message.
- talk about the communicative purpose of images in your school.

Preparation

- Bring photos of signs from your school, e.g. for the library or canteen.

Warm-up

- Draw a picture of smoke coming from a fire. Alternatively, use the interactive whiteboard to show an image of smoke. Elicit that smoke signals are an old form of communication.
- Elicit example of other forms of communication.


- Ask students to open their books at page 124.
 - Put students into pairs. Ask them to communicate the information in the sentences to each other using a gesture, a sound and an image.
 - Ask a few students to reveal their gestures, noises and pictures. Check if the ideas are shared by most students.
-  **2.40** Read out the three categories. Make sure students understand the difference between them. Use L1 to explain that the category titles are not standard phrases used in everyday conversation, but a way of organising the ideas about how images communicate messages in different ways.
 - Check students' understanding of the following vocabulary: *inform, clear, persuasive, entertain*.
 - Give students time to read the text and play the recording.
 - Ask students to work in pairs to match the images with their communicative purpose.

Answers

A 2 B 3 C 1

Background

A **pictogram** is a picture used to represent an object or concept. Pictograms are seen in public places such as airports. Icons are similar, but appear on electronic devices.

-  **2.41** Read out the words in the box.
 - Make sure that students understand the type of image that each word refers to.
 - Play the recording.
 - Students can compare answers in pairs before you check answers with the class.

Audioscript

Jessica: OK Simon, can you see any informative images?
Simon: Tell me again. What are informative images?
Jessica: Look, it says here: "Informative images are images that give us information. There are different types of images: signs, maps, logos, diagrams and posters".
Simon: OK, what about this? A road sign? A road sign gives us information. This sign tells us that you can only drive in one direction.
Jessica: Great Simon! That's a good example. Let me take a photo of the road sign.

Simon: OK, now what about a logo?
Jessica: Well, there's a logo on that pizza place over there. The Perfect Pizza logo – everyone knows that image and it says here that logos are images that people know and connect to a product or company. Let's take a photo of it.
Simon: I love Perfect Pizza! Have we got time for a pizza, too?
Jessica: No, you can have a pizza later. Now we need to find a diagram or a map.
Simon: What about the bus stop? There's a map on the bus stop. It shows you the route of the number 20 bus. Look, it goes from the west to the east of the town.
Jessica: OK, good, let's take a photo of the map. Now, what about a diagram? Can you see a diagram anywhere?
Simon: Not on the bus stop. But, wait a minute, posters are informative images, right?
Jessica: Yes, when they give us information about an event.
Simon: Well what about this one on the bus stop? It's a poster about a new science-fiction exhibition. Look, it gives information about the dates of the exhibition, the place and the ticket prices.
Jessica: Great! Let me take a photo. OK, what's next?

Answers

logo map poster sign

Optional activity

- Students can look at this online database of famous logos (<http://famouslogos.net>) and choose the three favourite logos.
- Put students in pairs to tell their partner why they choose those three logos.

Your turn

- If appropriate, ask students to walk around the school in pairs during class time, making a list of images they see and a note of what communicative purpose those images have. Alternatively, you could take photos of some schools signs and print them for the class. Students could then guess in which part of the school these signs can be found.
 - If you are not able to do this, set this activity for homework.
 - Students can share their ideas in the next lesson.






6.4 Big art

See page 139 for activities you can do with this video.


 For homework, students find out about street art in their town or city. They take a photo of it and write a short description.