

**Funny Ads**  
**Adobe Photoshop Elements 3.0 Lesson Plan**  
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**At a Glance**

**Grade Level:**

5<sup>th</sup> – 12<sup>th</sup>

**Subjects:**

Fine arts, Technology

**Skills addressed:**

Internet search, saving images from internet, working with layers

**Time Needed:**

2 – 3 hours

**Materials:**

Computer, Internet, possibly scanner or digital camera

**Products Used:**

Adobe Photoshop Elements 3.0

**Lesson**

**Title:** Funny Ads

**Overview:**

Search the internet for an image of your favorite food, toy, sports team, Logo etc. Try to match the font with a font on your computer and change the name of the product to be a funny name. An example might be changing Snickers to Pickers. Go even further and create a funny slogan for you new product.

**Objectives:**

- Improve internet search skills
- Increase hand /eye coordination
- Understanding colors variations

**Background Information:** Did you know that most logos are made with popular fonts that you can find right on your computer?

## Funny Ads - Instructions

### Discussion

Begin a discussion about advertisement. Have the students name some of their favorite products. Ask the students to think of names that rhyme with the product that might be kind of funny (but not vulgar or obscene)

Have the student write down a few ideas. Once the teacher has approved the ideas, have the student begin to search the internet for an image of their logo.

### Selection

It may not be easy to find an image of any good size on the internet. If possible have the students bring in some labels to scan and work from the scanned images. Another alternative that I will be demonstrating is the Print Screen option on PC computer keyboards.

If the image is saved to file open it in Photoshop Elements. If you have done a Print Screen. Open Photoshop Elements click on **File, New** and use the default setting. It should be just the right size for your image.

### Cropping

If your image has more to it than you want, you can crop it by clicking on the **Crop tool** then drag across the portion of the image that you want to keep. Double click on the selection to crop or hit the Esc key to start again.

### Finding the Font.

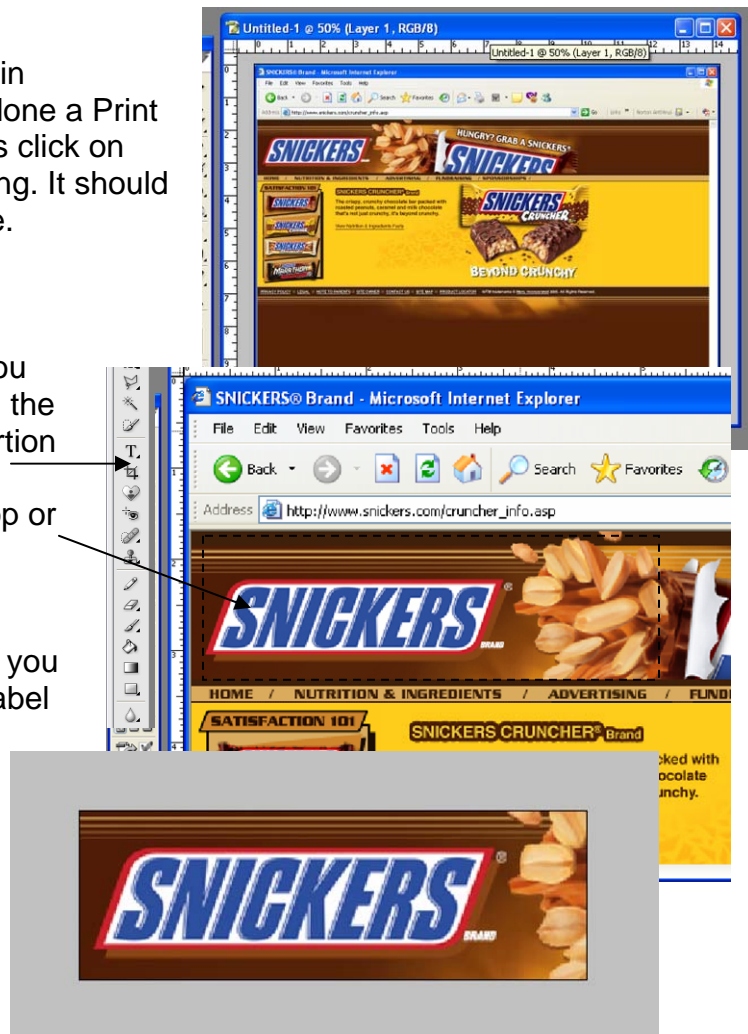
Some times this is an easy task as you can just alter another letter in the label to match what you need. For example I can change the R into a P very easily.

If you do not have a letter to copy and edit, the you will need to look for a font that matches the font on the label. This one was easy

(Genuine was close enough for this project- I did need to Italicize it as well.)

***SNICKERS***

This is not always that easy and will most likely be searched out in a word processor such as Word to actually see the samples. I would suggest that the student type the word out and try several different fonts until they find a font close enough.



## Creating new layer

In this next step you will either use one of the lasso tools to select the area that you will be replacing **OR** the area that you will be copying and editing such as the R in my sample.

Once you have your selection you will need to **right click** on the selection and choose **Layer via Copy**

## Move or Fill

Now you will need to move the new layer into the correct position if you are using part of the image. **BUT first**, either way, you will need to select the area where the new letters are going to go.

Now you will need to fill in the area with the background color.

## Selecting the color

Near the bottom of the left tool bar you will find the color samples of the foreground and the background. Click on the **Foreground** square.

Your mouse will turn into an eye dropper. Click your mouse on the background color (Even if it looks white or black still do this step)

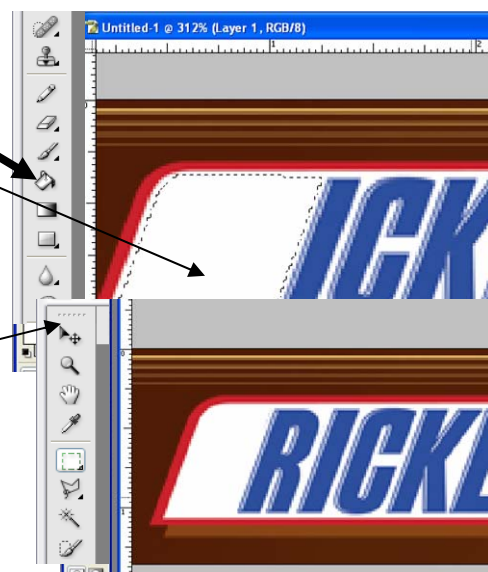
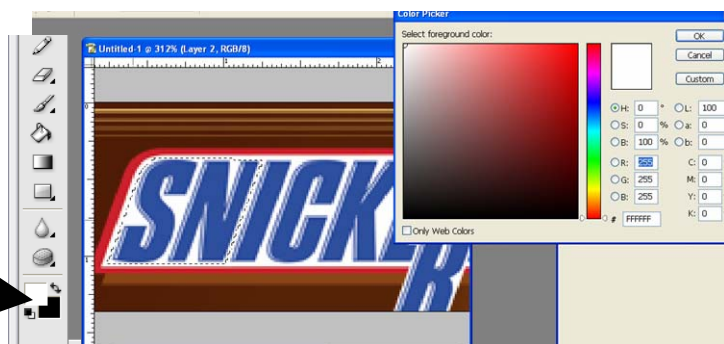
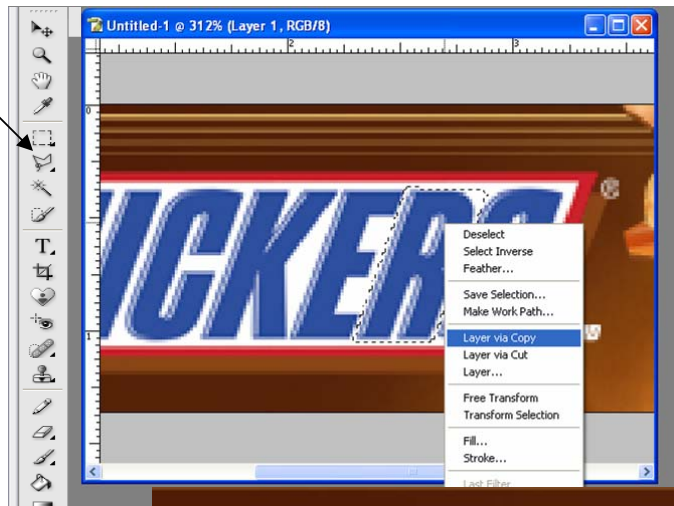
## Fill

You are now ready to fill in your selection with the back ground color. Click on the **Fill Bucket** icon the click in the area that you want to fill. (note you may need to click several times to get rid of all of the colors in the selection.)

Now you are ready to either move your layer into its new position, or you are ready to start entering in the text. Click on the **Move** tool and drag your layer to its new home.

## Erasing

In this sample I will need to get he eraser tool and carefully erase the part of the R to make it into a P. You can also select and **Edit, Cut**

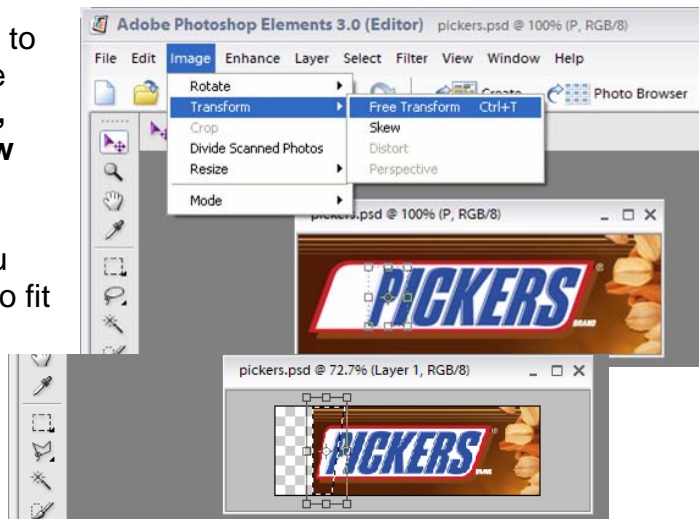


## Fitting the Image

We are almost done. You may need to transform your text to line up with the rest of the logo. To do so use **Image, Transform, Free transform or Skew** as needed

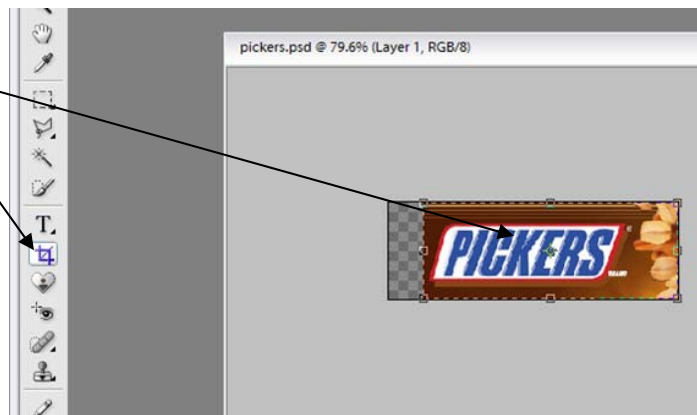
Once you have your text in place you may need to adjust the background to fit the new lettering.

**Select** and **Free transform** the selection to fit your new logo.



## Final cropping

One last cropping needs to happen for my image to be complete.



You're done!!!! Just save and use your new logo in your art work.

Now for my new slogan... how about "Pickers - Finger licking good"



**Discussion Questions (things to consider):**

At what point in time do you stop looking for one image and move on to looking for another, or just bring in something to scan?

Do the students have hand/eye coordination that is developed enough to select different parts of the image without help? At what point do you offer to help the student?

What tool will you use to ease the selection of the font?

**Evaluation:**

4.0 work – It is difficult to tell where the original art ends and your work begins. Choice of Logo and new logo are appropriate. Several layers were used, and colors match perfectly. Image is cropped appropriately. Bonus: Funny slogan is created to match the new logo.

3.0 work – You can barely tell where the original art ends and your work begins. Choice of Logo and new logo are appropriate. One or more layers are used. Image is cropped well.

2.0 work – You can tell that the letters were changed, but at least it now says something different than it did before. One layer is used. Image needs to be cropped more or too much of the image was cropped. Work is not considered completed.

1.0 work – Image has very little change. One layer is used. Image is not cropped appropriately. Choice of logo or new logo is inappropriate. Work is far from complete.

**Supporting Materials (optional)**

**Vocabulary** ( as appropriate to this project)

**Font:** The type of lettering style that is used in art, or on computers.

**Crop:** To cut the image to a different size.

**Transform:** To make something different, such as the size or shape.

**Right Click:** click on the right button of the mouse instead of the left.