

MIL LESSON PLAN

LESSON PLAN:		MIL – module and unit	M3u3 M3u5M5U2 M5u3 M11u2
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Subject / Theme:	Art, Social studies, Languages, <u>Communication, technology and media</u> women		
Topic:	Advertising and computer retouching		
Lesson Title:	How much of what you see in advertising is created thru computers		
Level:	primary, secondary, tertiary	Lesson Duration:	

Learning Objectives:

Learn about digital editing and computer retouching.  
 How the use of new media may affect representation.  
 Read an PSA.

Pedagogical Approaches and Activities:

This clip is a mock commercial for beauty products that looks like a regular commercial for beauty products. It also exemplifies how the beauty industry use computer retouching to change how we perceive mostly women in media. Watch the clip – List the examples of retouching in the clip. Try to find the original sources. Discuss these and the other examples of computer retouching. Use the clip to discuss and work thru the Pedagogical Approaches in [Module 3 unit 5](#).

You can list the examples of representation in the clip. It uses examples from magazines and advertising. Discuss with your students how the use of new technology may affect representation in advertising, news and magazines.

Media and Information Resources:

<http://vimeo.com/34813864>

References:

<http://vimeo.com/34793617>

<http://jesserosten.com/2012/fotoshop-by-adobe>

Further topics and resources:

<http://www.aphotoeditor.com/2012/02/15/director-jesse-rosten-on-his-fotoshop-by-adobe-video/>