

# Lesson Plan

**Course Title:** Advertising Design

**Session Title:** Basic Cartooning

## Performance Objective:

Upon completion of this assignment, the student will be able to explore and apply the use of basic cartooning techniques as well as recognize, and comprehend cartooning symbols.

## Specific Objectives:

- The student will be introduced to drawing cartoons with simple shapes of circle, square and triangle. Basic handwriting shapes can be utilized and applied in these exercises.
- Next, facial expressions are introduced with focus on the eyes. Student will do drawing exercises each symbolizing emotion by drawing eye expressions (sets of 20 different sets of eyes) and will then apply eye expressions to complete full faces (sets of 20 different emotions depicted).
- The student will brainstorm ideas using a grid in a “tic tack toe” format (See handout at [www.cagle.com](http://www.cagle.com) for format and other brainstorming ideas).
- The student will design cartoon character/s making these in a simple and likable format, and will draw each in frontal, profile, and three-quarter views using ruled format as guideline.
- The basic comic strip can also be an optional part of implementing the characters created.

## Preparation

## TEKS Correlations:

- **125.94(c)(4)(A)** Safely use tools, materials, and equipment commonly employed in the field of advertising design;
- **125.94(c)(5)(B)** complete assignments from customer or supervisor to create, draw, or modify in order to achieve the desired effect;
- **125.94(c)(5)(C)** design and create graphic materials for use as ornamentation, illustration, and advertising on manufactured materials and packaging;
- **125.94 (c)(3)(B)** utilize advertising theory, layout, and preparation in advertising design;
- **125.94 (c)(3)(C)** demonstrate knowledge of production techniques utilized in advertising design;

## Interdisciplinary Correlations:

### **ENGLISH:**

- **110.xx(6) – Reading/word identification/vocabulary development (A)** expand vocabulary development through wide reading, listening, and discussing;

### **Accommodations for Learning Differences:**

- [Lesson Plan/Curriculum Modifications Checklist](#)
- [Guidelines and Procedures for Adapting Instructional Materials](#)
- [Instructor Format for Curriculum Customization for Learning Differences](#)
- [Sample Curriculum Customization for Learning Differences](#)

## Instructor/Trainer

### **References:**

Internet references:

[www.cartoonconnections.com](http://www.cartoonconnections.com)

[www.garyharbo.com](http://www.garyharbo.com)

[www.EnchantedLearning.com](http://www.EnchantedLearning.com) (comic book making lesson)

<http://www.cagle.com> (Professional Cartoonists' Index)

<http://www.bruceblitz.com>

Book Reference:

Alvarez, Tom, How to Create Action, Fantasy, and Adventure Comics, North Light Books, Cincinnati, Ohio, 1996

### **Instructional Aids:**

1. Package Design PowerPoint Presentation
2. Package Design PowerPoint Presentation Slides
3. Package Design PowerPoint Presentation Notes
4. Package Design PowerPoint Presentation Outline
5. Basic Cartooning PowerPoint Presentation
6. Basic Cartooning PowerPoint Presentation Slides
7. Basic Cartooning PowerPoint Presentation Notes
8. Basic Cartooning PowerPoint Outline

Tic Tack Toe Brainstorm Worksheet –see [www.cagle.com](http://www.cagle.com)

Also cartoon examples, overheads, and Power Point on drawing cartoons with basic shapes

### **Materials Needed:**

Pencil #2 or HB

2 or 3 ply Bristol board, drawing paper  
Eraser (pink pearl and kneaded rubber types)  
Assorted tips to fine tip felt marker or inking pen/s  
Ruler  
Drafting tape  
T-square and triangle  
White masking fluid\*, White-Out, or white correction tape  
\*Fine brush

**Equipment Needed:**  
  
Light source and work surface

**Learner**

**Introduction**

**Introduction:**  
  
*SAY: As the old adage goes “one picture is worth a thousand words.” The visual language of cartooning also expresses this philosophy in a fun and entertaining way!*  
  
*Cartoons are all about fun, jokes, and communicating viewpoints and information. Scientists are finding physical health benefits from the laughter and humorous views cartoons communicate to be good for our health also.*

**Outline**

**Outline:**  
  
First is learning to draw cartoons with simple shapes: circle, square and triangle. Next, facial expressions are introduced with focus on the eyes. Student will do drawing exercises each symbolizing emotion by drawing eye expressions (sets of 20 different sets of eyes) and will then apply eye expressions to complete full faces (sets of 20 different emotions depicted).  
  
Brainstorm ideas using a grid in a “ tic tack toe” format (See handout at [www.cagle.com](http://www.cagle.com) for format and other brainstorming ideas). Design cartoon character/s in a simple and likable format, and draw each in frontal, profile, and three-quarter views using ruled format as guideline.  
  
The basic comic strip can also be an optional part of implementing the characters created.

**Application**

**Guided Practice:**

## LESSON ONE:

The student will be introduced to drawing cartoons with simple shapes of circle, square and triangle.

Students will draw a series of twenty ovals of varied widths, and make a total of three pages of these.

In the first set of ovals (20) students will look at each other or in the mirror to draw sets of eyes ONLY (two letter “o” shapes side by side in the middle of each oval) depicting an emotion.

Next, in a second set of ovals (20), students will add in the same eyes, but embellish with eyebrows, lids, lashes and odd shapes.

Finally, in the third set of (20) ovals, students will recreate the eyes/emotion and add in nose, mouth, ears, hair and other features or adornments.

Students will then create other characters using a square shape, a triangle shape, and various letters from the alphabet for fun and practice.

## LESSON TWO:

- The student will brainstorm ideas using a grid in a “tic tack toe” format (See handout at [www.cagle.com](http://www.cagle.com) for format and other brainstorming ideas).
- The student will design cartoon character/s making these in a simple and likable format, and will draw each in frontal, profile, and three-quarter views using ruled format as guideline.
- Students can opt to use their characters to create a simple comic strip based upon the brainstorming topics and utilizing the format they have seen in a newspaper comics. [www.bruceblitz.com](http://www.bruceblitz.com)
- Review Basic Terms:

Doodling: free, loose drawing usually done for ideas

Brainstorming: gathering ideas for a project

Thumbnail sketch: a small picture, loosely drawn to show an idea visually.

Expression: showing emotion

Guidelines: measurement

Bubble: form for placing dialogue for characters

Frame: a segment for action to take place

Splash page (or frame): Title page with character/s and author credit/s

## Independent Practice:

After student has a cast of characters, an idea for a story, gag, or situation, then the

student may apply this to creating their own basic comic strip.

### Summary

#### Review:

By drawing cartoons with simple shapes of circle, square and triangle, along with facial expressions, the student has been shown how to format cartoons and create characters with expressions (See handout at [www.cagle.com](http://www.cagle.com) for format and other brainstorming ideas). To further develop cartooning skills, the student can develop the characters created into a basic comic strip.

### Evaluation

#### Informal Assessment:

Individual and class critique based upon rubric guidelines. Quiz over terms.

#### Formal Assessment:

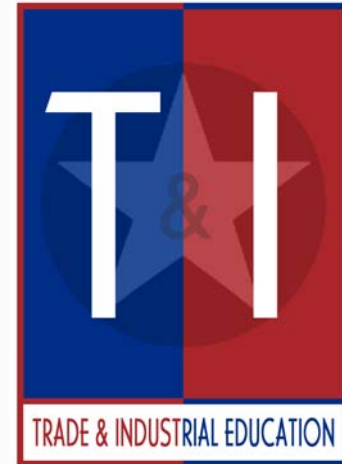
Format	Consistency in appearance	Creative expression
Character is well designed, likeable, and shows good expression/emotion (0-40)	Character appearance is drawn the same in each rendering (0-40)	Character shows very creative flair of artist in uniqueness. (0-20)
Is likeable, or expression weak or too consistent/unchanging. (0-20)	Some deviation from original in certain details. (0-20)	Somewhat unique, some flair. (0-10)
Poor design or not developed. (0-10)	Varies, but does appear to be the character. (0-10)	Very typical form without much/any flair for artist's style. (0-5)

#### Extension/Enrichment:

Create a comic strip using character/s developed. Also, create a series, or comic book.

# Basic Cartooning

How to create comic characters



# Preparing a cartoon character

- Begin with the face first.
- Observe yourself in the mirror as you make different expressions
- Prepare an expression chart and label with the emotion depicted. (See lesson one)

# Preparing a cartoon character

- After creating the facial expression, move on to creating the body for the character.
- Start with a stick figure to get the “line of action”. It is fun to draw a quick sketch of someone you observe, or to ask a friend to pose.
- Flesh out the stick figure adding width and bulk to the body.

# Character continued

Look at how to best proportion a cartoon figure.

- An average human is 7 heads tall and your character can be in human proportion. Or, it can be made into a character half as large, or twice as large as human proportions.
- Other features can be in proportion, or in extreme exaggeration, such as big heads with tiny bodies. Or simply focus on extremely large or tiny features (nose, eyes, etc.) that represent a quality of your character.

# How to customize the character



- Customize your cartoon figure by adding adornments that tell you about the character (boots, hats, etc.)
- Add special effects and accessories to the character when drawing action stances. These effects can be a series of horizontal lines following a shoe in motion, sweat or steam to show fear and anger, or simply a dotted line to show where character is looking, etc.

# Other tips

- Add a “side kick” to the character that reflects the main character’s personality. This can be an animal or an inanimate object, such as a basketball with human features and traits.
- These additions can help shape your character, prepare the groundwork for stories, and add fun to the character!

# Recommended tips for beginning cartoonists




- Keep up with your ideas in a notebook and brainstorm often.
- Write down funny jokes, or sight gags you hear or see them for future use.
- Think topical with current events and use the calendar too for story ideas.

Slide 1

## Basic Cartooning

How to create comic characters




The slide features a title 'Basic Cartooning' in a bold, purple font, with a subtitle 'How to create comic characters' below it. A vertical line separates the text from a logo on the right. The logo consists of a blue square with a white 'T' and a red square with a white 'I', with the text 'TEXAS TRADE AND INDUSTRIAL EDUCATION' in small letters below.

Slide 2

### Preparing a cartoon character

- Begin with the face first.
- Observe yourself in the mirror as you make different expressions
- Prepare an expression chart and label with the emotion depicted. (See lesson one)

2004 © Texas Trade and Industrial Education Advertising Design 2




The slide has a title 'Preparing a cartoon character' in bold purple. It contains three bullet points. The logo is in the top right corner. At the bottom, there is a small copyright notice and the page number '2'.

Slide 3

### Preparing a cartoon character

- After creating the facial expression, move on to creating the body for the character.
- Start with a stick figure to get the "line of action". It is fun to draw a quick sketch of someone you observe, or to ask a friend to pose.
- Flesh out the stick figure adding width and bulk to the body.


2004 © Texas Trade and Industrial Education Advertising Design 3



The slide has a title 'Preparing a cartoon character' in bold purple. It contains three bullet points. The logo is in the top right corner. At the bottom, there is a small copyright notice and the page number '3'.

## Slide 4

### Character continued




Look at how to best proportion a cartoon figure.

- An average human is 7 heads tall and your character can be in human proportion. Or, it can be made into a character half as large, or twice as large as human proportions.
- Other features can be in proportion, or in extreme exaggeration, such as big heads with tiny bodies. Or simply focus on extremely large or tiny features (nose, eyes, etc.) that represent a quality of your character.

2004 (c) Texas Trade and Industrial Education Advertising Design 4

## Slide 5

### How to customize the character




- Customize your cartoon figure by adding adornments that tell you about the character (boots, hats, etc.)
- Add special effects and accessories to the character when drawing action stances. These effects can be a series of horizontal lines following a shoe in motion, sweat or steam to show fear and anger, or simply a dotted line to show where character is looking, etc.

2004 (c) Texas Trade and Industrial Education Advertising Design 5

## Slide 6

### Other tips




- Add a "side kick" to the character that reflects the main character's personality. This can be an animal or an inanimate object, such as a basketball with human features and traits.
- These additions can help shape your character, prepare the groundwork for stories, and add fun to the character!

2004 (c) Texas Trade and Industrial Education Advertising Design 6

## Slide 7

### Recommended tips for beginning cartoonists



- Keep up with your ideas in a notebook and brainstorm often.
- Write down funny jokes, or sight gags you hear or see them for future use.
- Think topical with current events and use the calendar too for story ideas.

2004 © Texas Trade and Industrial Education      Advertising Design      7

# Basic Cartooning

## How to create comic characters

### Preparing a cartoon character

- Begin with the face first.
- Observe yourself in the mirror as you make different expressions
- Prepare an expression chart and label with the emotion depicted. (See lesson one)

### Preparing a cartoon character

- After creating the facial expression, move on to creating the body for the character.
- Start with a stick figure to get the “line of action”. It is fun to draw a quick sketch of someone you observe, or to ask a friend to pose.
- Flesh out the stick figure adding width and bulk to the body.

### Character continued

Look at how to best proportion a cartoon figure.

- An average human is 7 heads tall and your character can be in human proportion. Or, it can be made into a character half as large, or twice as large as human proportions.
- Other features can be in proportion, or in extreme exaggeration, such as big heads with tiny bodies. Or simply focus on extremely large or tiny features (nose, eyes, etc.) that represent a quality of your character.

### How to customize the character

- Customize your cartoon figure by adding adornments that tell you about the character (boots, hats, etc.)
- Add special effects and accessories to the character when drawing action stances. These effects can be a series of horizontal lines following a shoe in motion, sweat or steam to show fear and anger, or simply a dotted line to show where character is looking, etc.

### Other tips

- Add a “side kick” to the character that reflects the main character’s personality. This can be an animal or an inanimate object, such as a basketball with human features and traits.

- These additions can help shape your character, prepare the groundwork for stories, and add fun to the character!

### **Recommended tips for beginning cartoonists**

- Keep up with your ideas in a notebook and brainstorm often.
- Write down funny jokes, or sight gags you hear or see them for future use.
- Think topical with current events and use the calendar too for story ideas.

**Formal Assessment:**

<b>Format</b>	<b>Consistency in appearance</b>	<b>Creative expression</b>
<b>Character is well designed, likeable, and shows good expression/emotion (0-40)</b>	<b>Character appearance is drawn the same in each rendering (0-40)</b>	<b>Character shows very creative flair of artist in uniqueness. (0-20)</b>
<b>Is likeable, or expression weak or too consistent/unchanging. (0-20)</b>	<b>Some deviation from original in certain details. (0-20)</b>	<b>Somewhat unique, some flair. (0-10)</b>
<b>Poor design or not developed. (0-10)</b>	<b>Varies, but does appear to be the character. (0-10)</b>	<b>Very typical form without much/any flair for artist's style. (0-5)</b>

**Total Points= 100**