



Erasmus+

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ERASMUS + PROJECT 2015-2018

Gender stereotypes and vocational choices

Stéréotypes de genre et orientation professionnelle

ACTIVITÉS D'APPRENTISSAGE n° 2

Istituto di Istruzione Superiore, Piazzola sul Brenta - Mars 2017

CREATION D'UNE AFFICHE PUBLICITAIRE POUR UN PARFUM CREATING AN ADVERTISING POSTER FOR A PERFUME

EXPECTED OUTPUT :

- a parody of an advertising poster for a perfume called « Janus »
- this advertisement must play with gender stereotypes, by exaggerating, reversing or breaking these stereotypes
- the poster must clearly show who the user is (grown-up or child ; male or female)
- the poster must have pictures (drawings, collage), a slogan (in English) related with your drawing or collage, the name « Janus » and the authors' names (written at the bottom, on the right)

AVAILABLE MATERIALS :

- drawing paper (A4 paper)
- felt tip pens
- coloured pencils
- pictures for collage
- scissors
- glue

WORK ORGANIZATION :

Don't draw straight all the components of your advertisement on the poster. Draw them on other sheets, then cut them out and stick them on the background.

Before you begin to make your poster, you must answer together to these questions :

1. *Who is the user of our perfume ?*
2. *Which stereotypes shall we underline ? And how ?*
3. *Which landscape and people shall we draw ?*
4. *What is our slogan ?*
5. *How shall we arrange the components of our poster ? Make a sketch (draft)*
6. Share the work out among the members of the group : each must have something to do