

Creative Writing

Exploring Poetry and Image

Objectives:

- Analyze imagery in a poem from the Visions in Poetry series
 - Interpret the poem based on an artist's interpretation
 - Create a sales pitch based on the imagery and meaning of the poem
 - Use new technology to show poem analysis
1. Report out on poem interpretations from classroom (10 min)
 - a. Students in groups – *Highwayman, Jabberwocky, The Raven, The Lady of Shalott, Casey at the Bat*
 - b. 1 min or less per group in report out
 - c. Report out on summary, what was most important, style, imagery
 2. Poem Art Activity – “You are the Publisher – Making Classics New Again” handout
 - a. Read aloud the poem in group while studying the images and how they connect to the text
 - b. Read assignment sheet with students – 10 min intro
 - c. Students work on pitch – 20 min to develop and then we'll be around to hear the pitches – check out iPads and begin saving pictures to match the theme of your own poem – copyright mini-lesson here! <http://millbrookmediacenter.weebly.com/copyright.html>
 3. Blurb Mobile App on iPads from “Making New Poetry Exciting” handout
 - a. Show sample
 - b. Show basics
 - c. 40 min to work on – share through Blurb Mobile
 - d. May need another day in class
 4. Last 10 min – turn in iPads and complete exit pass
 - a. What did you learn today about poetry and imagery?
 - b. Was the technology today new to you?
 - c. Rank BlurbMobile on a “coolness and usefulness” scale – 1 = way cool and useful 5 – totally lame
 5. EXTRA CREDIT AND FUN! Go to <http://www.blurb.com/mobile> – you will need your class log-in – then give feedback to your classmates



YOU ARE THE PUBLISHER

MAKING CLASSICS NEW AGAIN

Scenario: You are a book publisher and have been hired by Edgar Allen Poe's family to connect teen readers with Poe's poetry – helping them love it AND learn it! You chose *The Raven* as the poem you think will draw in new readers.

Strategy: You hired the artist Ryan Price to re-envision the poem and add new flair with his artwork. The book you are looking at is the final draft. You've now got to promote the work to potential buyers. Write a **60 second** sales pitch to a bookstore owner in which you could show off the artwork in the book, creatively explain the poem, advertise the imagery (how the artwork connects to the poem itself), appeal to teen readers and make the owner want to put in a large order for books! Use your whole team to create one sales pitch and decide who will present to the buyer. (*Note – Your teachers/librarians are the current buyers for Barnes and Noble –and they are tough!*)

1. Show us that you understand the poem. Write a summary of the poem:
2. What images/aspects of the artwork are strongest in helping you understand the poem?
3. What would teenagers find most interesting about this book? Something with the artwork? Something with the story/narration of the poem? Explain:
4. Script (write a script for your 60 second ad and practice it) – be sure to include what you think is most interesting and really SELL this version of the poem:

Making New Poetry Exciting!

Scenario: You have successfully marketed *The Raven* by Edgar Allen Poe with artwork by Ryan Price. It's a best seller at Barnes and Noble, Books-A-Million, and a bookstore that your best friend from high school opened up. Now, it's time to grow your business! Choose a new poem and use BlurbMobile to create a visual version of this poem. Take photos or find LEGAL photos online and create a slideshow. Then narrate your poem on the pictures. You will be able to put your movie on Blurb's story stream and/or post it on YouTube. Want to use a different technology? Ask your teacher!

Goal: Create a poetic movie with meaningful images and narration from the poem that will draw in viewers.

Production Help ~ If BlurbMobile is a new technology for you, use these steps to get started:

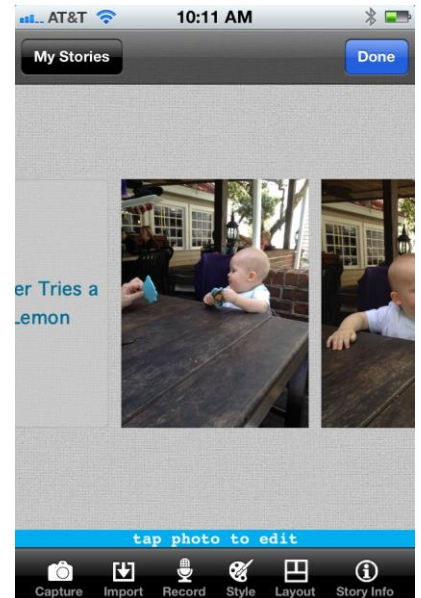


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- You can use EIGHT images in a free Blurb Mobile story

Step Two: *Using the Blurb Mobile App on an iPod Touch or iPhone*

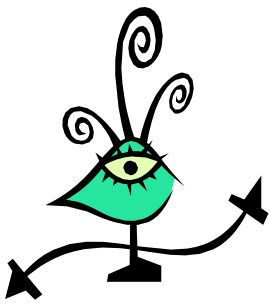
- Getting Started
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 - Make the story "Public" and leave "Location" off
 - Click the "Done" button
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- Sound and Text → Select a picture by tapping it once
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 - Tap the red record button to start recording and the red button again to stop recording
 - You must select the **"Save" button** to add the sound to the presentation
 - Add text captions with the T button – NOTE: captions do not appear in the movie version of Blurb Mobile



Step Three: *Sharing and Saving the Story – Complete these steps in order!*

1. When images, text and sound are complete, click on the DONE button
2. To create a movie version of the story, click on the TV button icon at the bottom of the screen
3. Save the story to the Photo Roll by tapping the arrow icon and then tapping "Save to Camera Roll"
4. To share the story in Blurb Mobile, tap on the finger icon next to the television icon and select the arrow "Share" button
5. Select "Story Stream" ONLY and tap the Share button – the story will now appear on the account of your teacher or your own account if you logged in to Blurb Mobile
6. To add your story to YouTube, go to the Photo Roll on the home screen of the iPod Touch, select the video of your story, and use the arrow icon to send the story to YouTube





YOU ARE THE PUBLISHER

MAKING CLASSICS NEW AGAIN

Scenario: You are a book publisher and have been hired by Lewis Carroll's family to connect teen readers with Poe's poetry – helping them love it AND learn it! You chose the *Jabberwocky* as the poem you think will draw in new readers.

Strategy: You hired the artist Stephane Jorisch to re-envision the poem and add new flair with his artwork. The book you are looking at is the final draft. You've now got to promote the work to potential buyers. Write a **60 second** sales pitch to a bookstore owner in which you could show off the artwork in the book, creatively explain the poem, advertise the imagery (how the artwork connects to the poem itself), appeal to teen readers and make the owner want to put in a large order for books! Use your whole team to create one sales pitch and decide who will present to the buyer. (*Note – Your teachers/librarians are the current buyers for Barnes and Noble –and they are tough!*)

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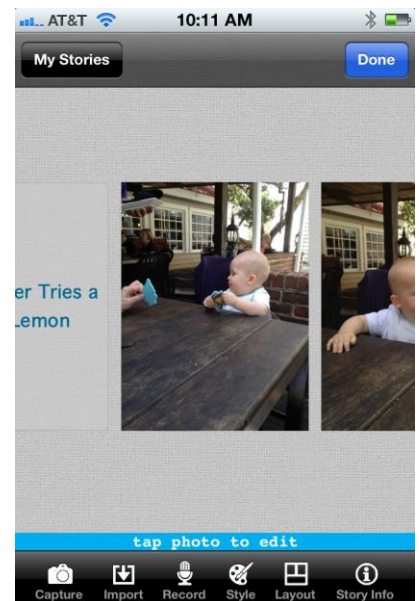


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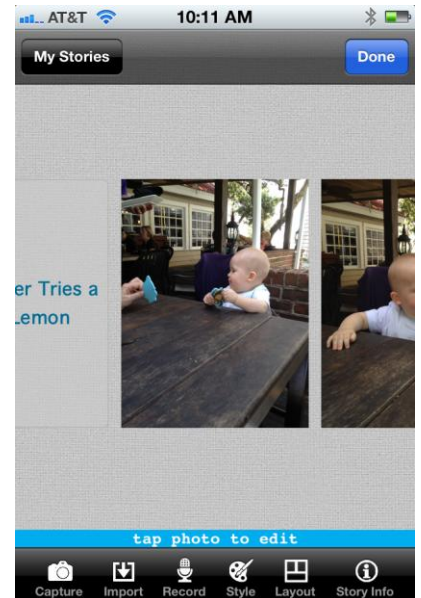


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Scenario: You are a book publisher and have been hired by Ernest L. Thayer's family to connect teen readers with Thayer's poetry – helping them love it AND learn it! You chose *Casey at the Bat* as the poem you think will draw in new readers.

Strategy: You hired the artist Joe Morse to re-envision the poem and add new flair with his artwork. The book you are looking at is the final draft. You've now got to promote the work to potential buyers. Write a **60 second** sales pitch to a bookstore owner in which you could show off the artwork in the book, creatively explain the poem, advertise the imagery (how the artwork connects to the poem itself), appeal to teen readers and make the owner want to put in a large order for books! Use your whole team to create one sales pitch and decide who will present to the buyer. (*Note – Your teachers/librarians are the current buyers for Barnes and Noble –and they are tough!*)

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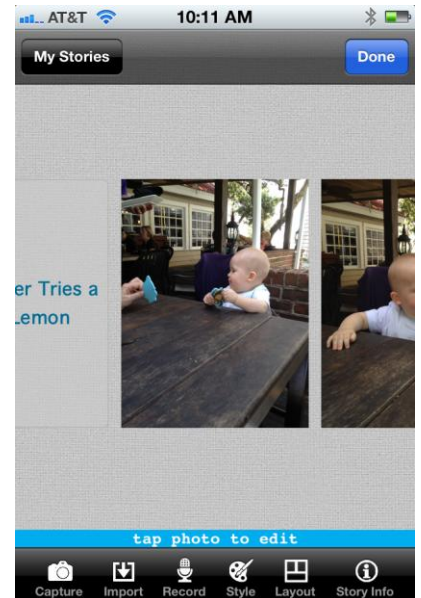


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Strategy: You hired the artist Genevieve Cote to re-envision the poem and add new flair with her artwork. The book you are looking at is the final draft. You've now got to promote the work to potential buyers. Write a **60 second** sales pitch to a bookstore owner in which you could show off the artwork in the book, creatively explain the poem, advertise the imagery (how the artwork connects to the poem itself), appeal to teen readers and make the owner want to put in a large order for books! Use your whole team to create one sales pitch and decide who will present to the buyer. (*Note – Your teachers/librarians are the current buyers for Barnes and Noble –and they are tough!*)

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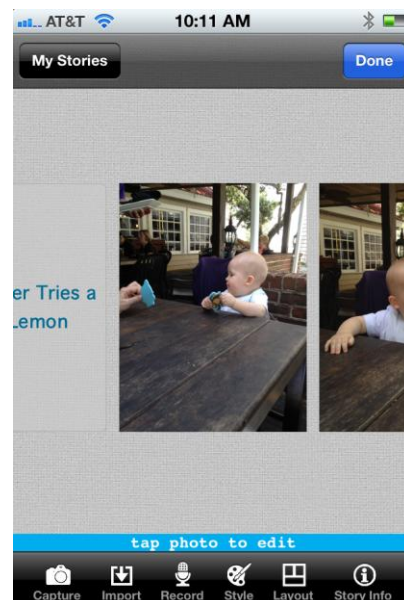


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