

Food Label Artifacts: Nutritional Label – Compare and Contrast - Art

Essential Question: In what ways are commercial foods similar and different between Ethiopia and America

Standards:

9.3.5 D. Explain choices made regarding media, technique, form, subject matter and themes that communicate the artist’s philosophy within a work in the arts and humanities

Objectives:

SWBAT read and understand what a label is meant to communicate

SWBAT list the similarities and differences between food labels in America and food labels from Ethiopia

SWBAT create a new food label based upon design facets gleaned from previous observations

Tools/Materials:

Photographs of food labels or laminated physical versions

Injera making Video

Procedure:

1. Encourage students beforehand to bring in or look up examples of food labels that they see on an everyday basis. Ensure each student has at least 1 label to work with.
2. Begin by explaining how art and design impact our lives daily.
3. Ask students from examples of art design they see every day.
4. As a group ask the class to respond with qualities that make each label or product visually appealing.
5. Ask students as individuals to create a list of visually appealing qualities with a label from a product from America.
6. Ask students to repeat this with the food labels from Ethiopia.
7. Present students with the Fulbright Hayes Injera Production Video.
8. Tell students that their project is to create a label for the national food of Ethiopia: Injera. Using the qualities, they gleaned from studying labels create a label for Injera that is appealing and would convince someone to purchase this product.
9. After completion of project ask students to reflect on what qualities of design are unique to America and what are unique to Ethiopia.

Attachments:

Links for further learning:

