

Zilly's Commercial Land Activity



Creating a Commercial Land Collage helps young people look carefully at our world. Now it is time for your students to tell their stories through art!

Tell your story, a story about the commercials that have tricked you. What are some of the first memories from your childhood, birthday parties, and holidays? What are some of the ways in which you have been influenced by advertising? Recall the commercials, the images, that influenced how you think and behave. Commercials use a lot of tricks to get us to buy things.

How many commercials do you see in a day? (3,000 each day)

Where do you see commercials? (TV, radio, Internet, magazines. Newspaper, billboards and video games)

Do commercials affect what we eat?

Does it affect how we dress?

Does it affect how we define beauty?

Commercials can be tricky. Bust the tricks. Use Zilly's Starter Sheets, Zilly's Bust IT sheet and these instructions to help you:

1. Begin by looking through copies of teen magazines. Open your eyes, examine closely the magazine contents and covers looking for stereotypes, generalizations, and patterns. Using the "Bust It" list of themes as a guide cut out the magazine ads, images, and text that stand out. Collect and save the chosen ads for inclusion in the art.
2. Display the personal images and items you've collected to help you tell your story and express your observations about the commercial influences you feel.
3. Gather a small board or canvas. Or use the Zilly's Starter Sheets
4. Lay out all the ads, collected images, and physical offerings you've collected for your Commercial Land collage.
5. Using paint and glue, attach the collected items to your board. Take your time; reflect on the relationship between items and the story they tell.