



C R E A T I O N P R O P O S A L

Aux Jeux du Québec, **je m'affiche!**

General focus :

Health and wellness

Educational intent :

Make students aware of their responsibility to adopt healthy lifestyles.

SELECTION CRITERIA :

- The work is linked to the creative directions
- The poster reflects the 45^e Finale des Jeux du Québec – Gatineau 2010
- The layout highlights the visual message
- Minimum support of 28 cm x 43 cm

Actions :

- Painting
- Gluing
- Drawing
- Printing

Proposed mediums :

- Water Colour
- Gouache
- Pastel
- Ink
- Multimedia

Creative directions :

- Promoting health, teamwork and physical activity
- Disciplines presented at the 45^e Finale des Jeux du Québec
- Local identity (natural assets, pride and symbols)

INFORMATION AND RULES SECTION :

The contest involves preparing a media poster promoting the 45^e finale des Jeux du Québec, which will take place in Gatineau from July 29 to August 6, 2010.

Every school will select one poster for each elementary cycle, and one for each high school cycle. The posters are to be sent by internal mail to the school board's educational advisor by May 31, 2010. The contest will run from February to May 2010.

Students will provide the following information on the back of their poster: name, address, telephone number, name of their school, name of their teacher and grade.

Information about the contest is posted on the Jeux du Québec Web site at www.jeuxduquebec.com/gatineau2010

June 2010: Every school board will pick one finalist for each cycle of elementary school and one finalist for each cycle of high school. There are some lovely prizes for the finalists, including a pair of tickets for the games' opening and closing ceremonies, tickets to shows, and a number of Jeux du Québec promotional items.

The posters by the 20 finalists will be displayed at the new Gatineau sports complex in July and August! The public will be asked to vote for their favourites in each cycle. Each of the top five winners will receive a lovely prize worth \$200.

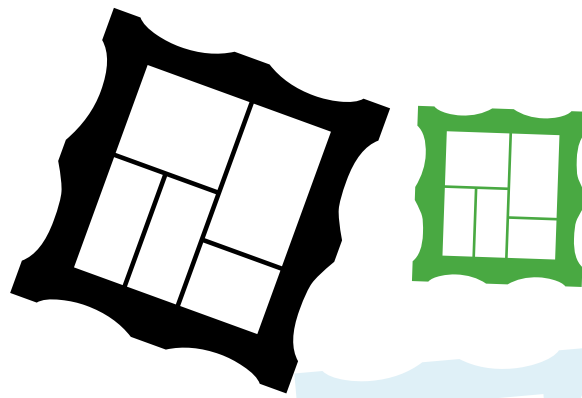
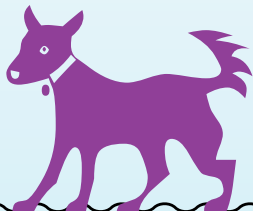
STAGE 1 : INSPIRATION

At this stage, the student tries to address the challenge presented by the creation proposal.

- The student identifies his/her challenge (high school).
- The student identifies the target audience and the message.
- The student writes out or listens to the creation proposal.
- The student works on ideas.
- The student prepares a sketch of his/her best ideas.
- The student ensures that his/her creation is devoid of clichés.

Suggestions for inspiration :

- A presentation on what constitutes a media work.
- Information and CD on the Jeux du Québec, available in the kits handed out by your school board's educational advisor and on the Jeux du Québec Web site.



- Discussion of the two pieces at the end of this document. (Appreciation)
- Discussion of the importance of physical activity, health and the benefits of teamwork and local identity.
- Discussion of the theme of Aux Jeux du Québec, je m'affiche! (Add me on Aux Jeux du Québec)

Pre-school and Elementary cycle one : Group brainstorming to find themes linked to the Jeux du Québec (see proposed creative directions).

Elementary cycle two : Start with individual brainstorming, and then move to group brainstorming to find themes linked to the Jeux du Québec (see proposed creative directions).

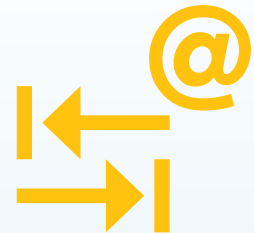
Elementary cycle three and high school cycles (one and two) : Start by doing some research to find ideas linked to the Jeux du Québec (see proposed creative directions).

STAGE 2 : IMPLEMENTATION

Use the steps proposed in the workbook.
Prepare the poster.

**You can use
various mediums and
techniques or just one.**

STAGE 3 : SHARE YOUR CREATION EXPERIENCE



Encourage the student to think about his/her creation experience by asking him/her to complete task 3 (workbook).

Encourage the student to talk to his/her peers about the outcome of the above exercise.

Encourage the student to identify the message in the works by his/her peers.

SKILL :

APPRECIATING ART

Encourage the student to look at art works while answering the questions in his/her workbook.



Artist : Alex Colville



Artist : Anabelle Fulchiron

