Grades Middle School and Up
Journey to a Green Future

Billboards

Inspired by the elaborate digital billboards of Times Square, we will create a mural using graph paper, colored pencils, a roll of large paper, glue and colored paper squares.

What Will You Learn?

- How to create a mural that resembles a digital panel of a billboard

Materials:

- Graph paper
- Small paper squares of various colors
- Roll of large paper
- Masking or painting tape
- Glue sticks
- Colored pencils

Instructions:

1. Roll of large paper
   a. Select a wall where the mural may be hung.
   b. Measure the roll of large paper and cut it to fit the selected area.
   c. Hang the large paper with masking or painting tape.
2. Brainstorm ideas for the design and/or message for the mural.
   a. Use the graph paper and colored pencils to create a rough draft of the design and/or message. Use the same colors as the small square papers that are available.
   b. Select the draft(s) for the mural.
3. Colored paper squares
   a. Select the color square papers to begin the mural.
   b. Paste the first line of paper squares on the top of the large paper on the wall using a glue stick.
   c. Repeat this process on every line until the entire work is complete.

Reflection Questions:

- Can you think of other craft materials that may be used to represent billboards?
- To advertise on Times Square’s digital screens, you need to contact the individual sign holders. What environmental or social messages may be represented in one of their billboards?
- George Seurat and Yayoi Kusama are artists who have used dots of color applied in patterns to form images. How are their art techniques similar and different from the digital LED displays?

Explanation:

- A billboard is a large outdoor advertising structure used for passing pedestrians and drivers. Billboards may be created with a variety of materials, including light bulbs or printed paper panels.
- Digital billboards use light-emitting diodes (LEDs) arranged in horizontal and vertical rows to form a matrix, in order to represent the imagery and text of the advertisement. The LEDs correspond to the patterns of pixels generated by computer programs and software. The pixel pitch is the distance between each pixel on the digital panel. A greater amount of pixels creates a higher resolution.
Further Reading Recommendations:

- **Art Hiding In New York**
- **This Must Be The Place**
- **Breaks in the Air**

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