

# How Can Images Be Manipulated?

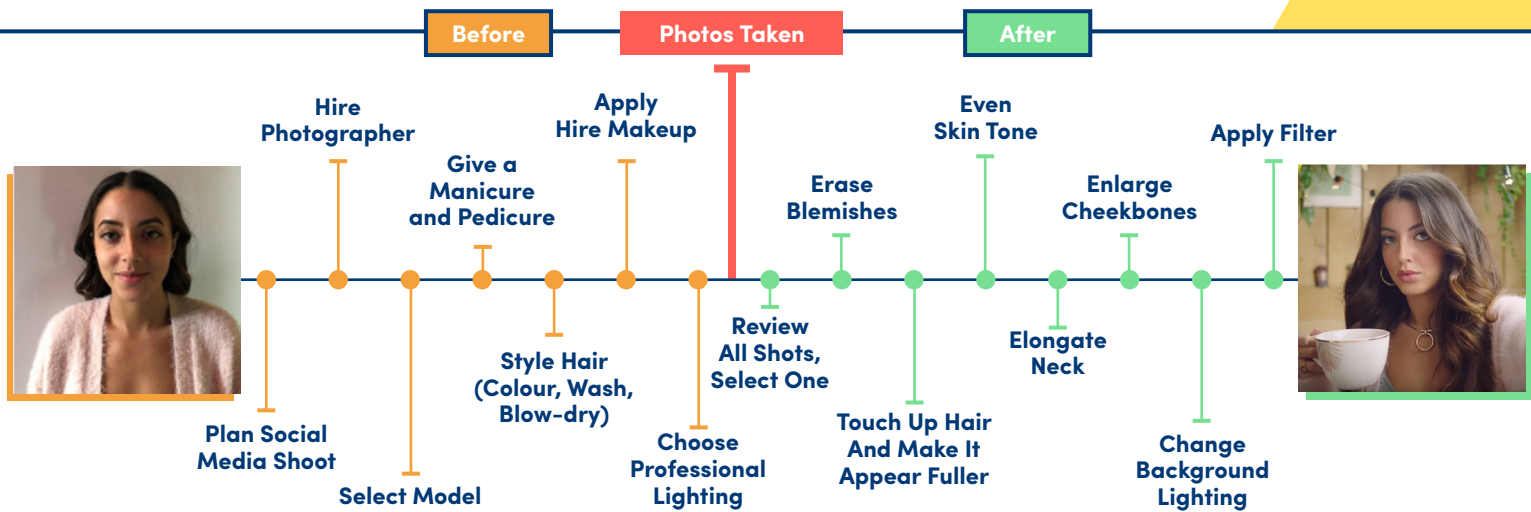


Name: \_\_\_\_\_



The final images you see in professional media are the result of several decisions made by producers before and after a photograph is taken.

**Examine the images of the model in the video.** Write down all the different decisions you notice being made below.



1.1

What decisions were made before the photos were taken?

Hair was blow-dried.

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1.2

What decisions were made after the photos were taken?

Blemishes were erased.

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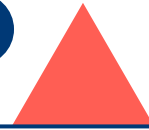
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# Is It Fair to Compare?



Name:



## You see this social media post of an influencer modeling clothes in a sponsored ad:

### What message is this trying to get across?

If you buy these clothes, you'll look just as good as the influencer.

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### It's not fair to compare to this because...

Many influencers are paid like this one and use professional photographers and photo editing services to help sell products.

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## You watch the latest video from your favourite artist:

### What message is this trying to get across?

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### It's not fair to compare to this because...

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## You read this caption on an Instagram post:

### What message is this trying to get across?

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### It's not fair to compare to this because...

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## You're playing a video game and meet one of these 'ideal' looking heroes:

### What message is this trying to get across?

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### It's not fair to compare to this because...

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# Setting My Media SMART Goal



Name:



## Be sure to make your goal SMART.

Because media is everywhere, there isn't a lot that we can control about it. But we can control how we let those messages influence us. Write a SMART goal committed to changing the way that media messages influence you and your attitude about your appearance.

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## SMART checker:

**S**

Explain how your goal is **specific**  
(clear)

**M**

Explain how you know your goal is **measurable**  
(able to show success)

**A**

Explain how your goal is **attainable**  
(within reach)

**R**

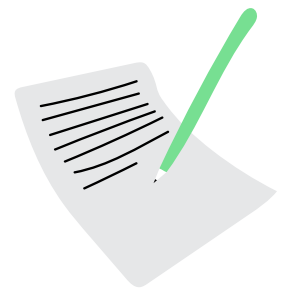
Explain how your goal is **realistic**  
(with effort but possible)

**T**

Explain the **time** conditions of your goal  
(when)



# Extension Activity



Name:



## Can you decode messages in advertising?

Think of an advertisement you've seen recently.

How did that advertisement work to encourage you to buy that specific product?

The advertisement I'm thinking of is: \_\_\_\_\_

### Promise

What does this ad promise? How does it use images and words to do this?

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### Feelings

What do people think and feel after seeing the ad?

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### Actions

What do people do after seeing the ad?

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### Results

Do you think the product will live up to its promises?

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### Fix

How might people try and "fix" the feelings they are left with?

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**Challenge** media messages that promote appearance ideals!