

# Noticeable Norens—Make Certain It Is on the Curtain

## Objectives

Students identify the roles of markets as providers of goods and services in various levels of economic and commerce systems.

Students create team norens (Japanese-style curtains) containing symbols and signs to advertise an imaginary local, regional, national, or international business and its products or services.

## Multiple Intelligences

Interpersonal

Linguistic

Spatial

## National Standards

### Visual Arts Standard #6

Making connections between visual arts and other disciplines

### Social Studies Standard #7

Production, Distribution, and Consumption—experiences that provide for the study of how people organize for the production, distribution, and consumption of goods and services.

### Social Studies Standard #9

Global connections—experiences that provide for the study of global connections and interdependence.

### Health Education Standard #2

Students will analyze the influence of family, peers, culture, media, technology and other factors on health behaviors.

## Background Information

The English translation of noren is “shop curtain.” In Japan, norens hang in the doors of storefronts, advertising what products and services are available inside. The art of making these shop curtains originally involved a tie-dying process done by hand. Shopkeepers carefully pick designs for their norens because it is the first thing that greets visitors who enter their businesses.

Just as norens are a popular art form in Japan, advertising remains an art form all over the world. Savvy graphic designers and business owners create universally recognized symbols and designs to attract customers.

## Resources

*I Live in Tokyo* by Mari Takabayashi

Told from a first-person perspective for kindergartens through second graders. Shares what it is like to live in a Japanese city with watercolor pictures. Includes a glossary of Japanese words.

*Japan for Kids: The Ultimate Guide for Parents and Their Children* by Diane Wiltshire

Travel book that presents a realistic, non-stereotypical picture of Japanese activities and occasions.

*Made You Look: How Advertising Works and Why You Should Know* by Shari Graydon

A hip insider overview of the advertising industry. Thought provoking for 5th and 6th graders. Deconstructs an ad campaign.

*Pictorial Encyclopedia of Japanese Life and Events* by Gakken Staff

A visual compendium of all things Japanese.

## Vocabulary List

Use this list to explore new vocabulary, create idea webs, or brainstorm related subjects.

Ad/advertise/advertising	Local
Balance	Logo
Business	Market
Campaign	National
Commerce	Noren
Curtain	Pattern
Economics	Products
Emphasis	Promote
Font	Promotion
Goods	Regional
Hanging	Services
Image	Shape
International	Shop
Japan	Sign
Japanese	Unity
Line	

## What Does It Mean?

**Elements:** in art the elements are line, shape, color, texture, pattern etcetera

**Symbol:** use of an image to represent an idea or object





Artwork by students from Jordan Community School, Chicago, Illinois.  
Teacher: Elyse Martin





Artwork by students from St. Theresa School, Hellertown, Pennsylvania.



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	K-2	3-4	5-6
<b>Suggested Preparation and Discussion</b>	<p>Display business logos from recycled magazines, empty product packages, and other sources. Why do businesses use logos in their advertising?</p> <p>What other techniques do they use to attract buyers to their products and services? What are “goods and services?”</p> <p>Look at examples of Japanese norens. Talk about their function in advertising Japanese businesses.</p>	<p>Ask students to bring in examples of logos with which they are familiar. Why do logos make a product stand out?</p> <p>Discuss the idea of a business logo. Talk about team mascots as logos for a school.</p> <p>Talk about what colors are most eye-catching.</p>	<p>Ask students to define advertising. What types of advertising appeal most to children? To adults? Why?</p> <p>What goods and services are typically advertised in your area of the United States? What other goods and services might be more suitable in other states or countries? Why? Consider whether heavy winter clothes would be sold on tropical islands, for example.</p> <p>Share ideas about the elements of a successful, memorable logo, sign, or symbol. Talk about what design qualities make a good logo.</p>
<b>Crayola® Supplies</b>	<ul style="list-style-type: none"> <li>Colored Pencils</li> <li>Glitter Glue</li> </ul>	<ul style="list-style-type: none"> <li>Fabric Markers</li> <li>School Glue</li> </ul>	<ul style="list-style-type: none"> <li>Scissors</li> </ul>
<b>Other Materials</b>	<ul style="list-style-type: none"> <li>Rulers</li> <li>White cotton fabric</li> <li>White paper</li> </ul>	<ul style="list-style-type: none"> <li>Yarn or ribbon</li> </ul>	
<b>Set-up/Tips</b>	<ul style="list-style-type: none"> <li>Younger children and some students with special needs may prefer to work on smaller pieces of fabric.</li> <li>Ask an adult to iron freezer paper to back of fabric to stabilize it before decorating (optional).</li> </ul>		
			
	 <p><b>Historic Sun Inn Advertising Sign</b> Bethlehem, Pennsylvania Photo by R. De Long</p>		
	<p><b>Japanese Children's Day Banners</b> Circa 1960 Artist unknown Dyed cotton fabric Japan Private Collection.</p>		

	K-2	3-4	5-6
<b>Process: Session 1 20-30 min.</b>	<p><b>Invent a business and logo</b></p> <ol style="list-style-type: none"> <li>1. Divide into small groups to brainstorm ideas. Invent a business name and product/service that the group would like to advertise.</li> <li>2. Design logo and visuals that identify the business's service and/or product. Sketch ideas for symbols, colors, fonts, and other elements of a logo. Keep in mind the size of the fabric and proportions of the various elements.</li> </ol>		
<b>Process: Session 2 15-20 min.</b>	<p><b>Create noren</b></p> <ol style="list-style-type: none"> <li>3. Decide on best design to advertise the imaginary business. Which design makes the strongest statement? Emphasizes the product most? Make sure the final design catches the eye. How well does it visually illustrate the business's purpose with color, pattern, image, shape, and line? Strive to achieve balance and unity within the design.</li> <li>4. Draw the final advertisement on a cloth panel. Add eye-catching elements to complete the overall effect.</li> </ol>		
<b>Process: Session 3 20-30 min.</b>	<p><b>Display noren</b></p> <ol style="list-style-type: none"> <li>5. Roll paper into tight cylinder as long as the width of the noren. Glue down free edge. Glue noren to cylinder. Hold until glue is set.</li> <li>6. Thread ribbon through cylinder for hanging.</li> </ol>		
<b>Assessment</b>	<ul style="list-style-type: none"> <li>Students work cooperatively to invent a business and develop an eye-catching, balanced logo and ad. The product/service promoted on noren is identifiable.</li> <li>Design visually relates to name and business advertised.</li> <li>Ask students to reflect on this lesson and write a DREAM statement to summarize the most important things they learned.</li> </ul>		
<b>Extensions</b>	<p>Design a class logo. Create accompanying stationery, signs, business cards, and other materials.</p> <p>Discover more about Japanese culture. What clothes are traditional in the country? What do most people wear now? What foods are common? If possible, interview someone who has lived in Japan.</p> <p>Encourage children with motor disabilities to design their norens with computer-assisted technology.</p>	<p>Visit a Japanese business, store, or restaurant to see norens. Look for other unique cultural elements such as the welcoming cat statue called Maneki Neko. Make one with Crayola Model Magic® compound. See the Welcoming Cat Sculpture on Crayola.com.</p> <p>Interview a local business owner. How was the product and/or service chosen? Who are the primary customers? How does the business reach them?</p>	<p>Make norens for classrooms, administration offices, and other areas within the school.</p> <p>Gifted children may be interested in exploring more about the Japanese economy. What products from Japan are well known in the United States? Why?</p>
	<p>Learn how to draw in Manga or Anime style. What design elements are most prominent in this popular Japanese art form?</p>		
	 <p><b>Restaurant Noren</b> Osaka, Japan Photo by R. De Long</p>	 <p><b>Buckingham Palace Gate</b> Royal Coat of Arms London, England Photo by R. De Long</p>	