

Body Shapes and Redesigning Barbie Lesson & Project

Intro: Read the story *Shapesville* by Andy Mills and Becky Osborn to students.

Discuss: This lesson and project is not about which body shape is best, but about the diversity in body shapes that exists and the beauty in all of them.

Activity: What are the different types of body shapes? There are 8 basic shapes. You will learn what they are and the differences between them using the website www.shopyourbody.com to complete the notes form. You will also learn how to best dress each of the body types.

Intro to Project: Show a traditional Barbie to students and ask them if Barbie has any of the body shapes you just learned about. What's the problem with her body shape? Why do many parents disapprove of Barbie and refuse to let their children play with the dolls?

Project: Imagine that Mattel has asked you to design and create a more realistic Barbie based on your body shape or the body shape of someone you know. What would she look like? Sketch out your version of Barbie in color and labeled, including the following:

- Height
- Body Shape
- Hair Color
- Hair Style
- Skin Color
- Other Attributes such as moles, freckles, scars, birth marks, etc.
- One version of silhouette only with skin color, hair criteria and other attributes
- One version of silhouette dressed in an outfit you'd like to see her wear

Helpful Templates: <http://www.sketchite.com/body-shape-sketch-templates/>

Students will share designs through presentations, using the document camera.

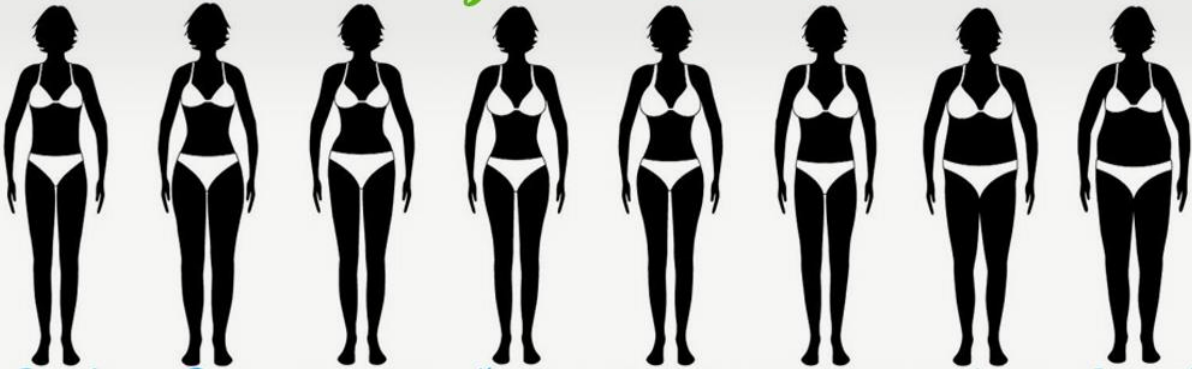
Discuss: What you just did was exactly what Mattel did to make Barbie more realistic. Discuss thoughts after reading/viewing. Was this a good marketing strategy on Mattel's part? Why or why not?

<http://www.usatoday.com/story/money/nation-now/2016/01/28/barbies-new-shapes-tall-petite-and-curved/79449784/>

<http://www.theguardian.com/lifeandstyle/video/2016/jan/28/consumers-react-to-new-barbie-bodies-video>

<http://time.com/barbie-new-body-cover-story/>

HOW MANY BODY SHAPES ARE THERE?



Label and draw the basic shape as per the diagram in each section. Describe in your own words what each of these body shapes look like and summarize how to dress the body shape. Use the website www.shopyourshape.com and click on the Body Shape Guide tab.

Project: Imagine that Mattel has asked you to design and create a more realistic Barbie from head to toe based on your body shape or the body shape of someone you know. What would she look like? Sketch out your version of Barbie in color and labeled, include the following:

- Give her a name
- Height
- Body Shape
- Hair Color
- Hair Style
- Skin Color
- Other attributes/features such as moles, freckles, scars, birth marks, shoe size, etc.
- One version: silhouette only with skin color, hair criteria and other attributes
- One version: silhouette dressed in an outfit suggested by the website for the body shape

SKETCH #1

SKETCH #2

Rubric

Criteria	Present	Not Present
Notes: sketches included and info completed in own words		
Sketch #1: includes all criteria		
Sketch #2: includes outfit appropriate to body shape		
Sketches: labeled, neat and in color		
Oral Presentation: spoke clearly and in a good volume		
Used class time wisely		
Participated in discussions about Mattel's marketing strategy		
Total Points:		

Comments: