

Features

Toronto school brings Star Wars into the classroom to teach kids, Jedi style

The force is strong with Anthony Perrotta's class. They are indeed powerful, as the Emperor has foreseen.



LIZ BEDDALL/METRO

Industrial Light and Magic, eat your heart out.

By: Colin McNeil Metro, Published on Sun Dec 06 2015

No one ever said you had to visit a galaxy far, far away to see Star Wars in the classroom.

Just ask some of the Grade 9 students at Chaminade College School, an all-boys Catholic school in North York.

The teenage padawans in Anthony Perrotta's Introduction to Business class have been tasked with creating their own posters for the upcoming Star Wars film, The Force Awakens.

The challenge was to design and create authentic marketing posters that fit into the well-established Star Wars brand. Everything from the use of fonts, colours, character choices, graphic placement and overall tone influenced the 28 student-made designs.

Although most in his class weren't yet born when Episode I hit theatres in 1999, Perrotta said there was an "uproar" of excitement from students when he proposed a Star Wars-themed assignment.

Student Gemner Sandoval told Metro he was "born loving Star Wars," and jumped at the chance to make a poster for the new film.

"I still feel like it's something that can take you to another place," he says of the Star Wars films. "You feel special when you watch these type of movies."

So how does Photoshopping Han Solo onto a poster translate into business lessons learned?

Unlike other business courses, which deal mostly with theory, Perrotta's class takes a hands-on "be your own brand" approach, he said, meaning students create their own work, then promote it through social media.

His class isn't just working for a mark on paper, Perrotta said. They're working toward a real industry-standard product.

But posters aren't the only things coming out of hyperspace at Charminade. Perrotta is working with the school's film club to [shoot a documentary on the staying power of the franchise](#).

Meanwhile, the school's music program is busy turning their classroom into the Mos Eisley Cantina, practicing a medley of Star Wars tunes for their Christmas concert.

As for the finished posters, each one will be displayed for a day at the Yorkdale Mall Cineplex in May of 2016, where students' work will stand side-by-side with the real posters.

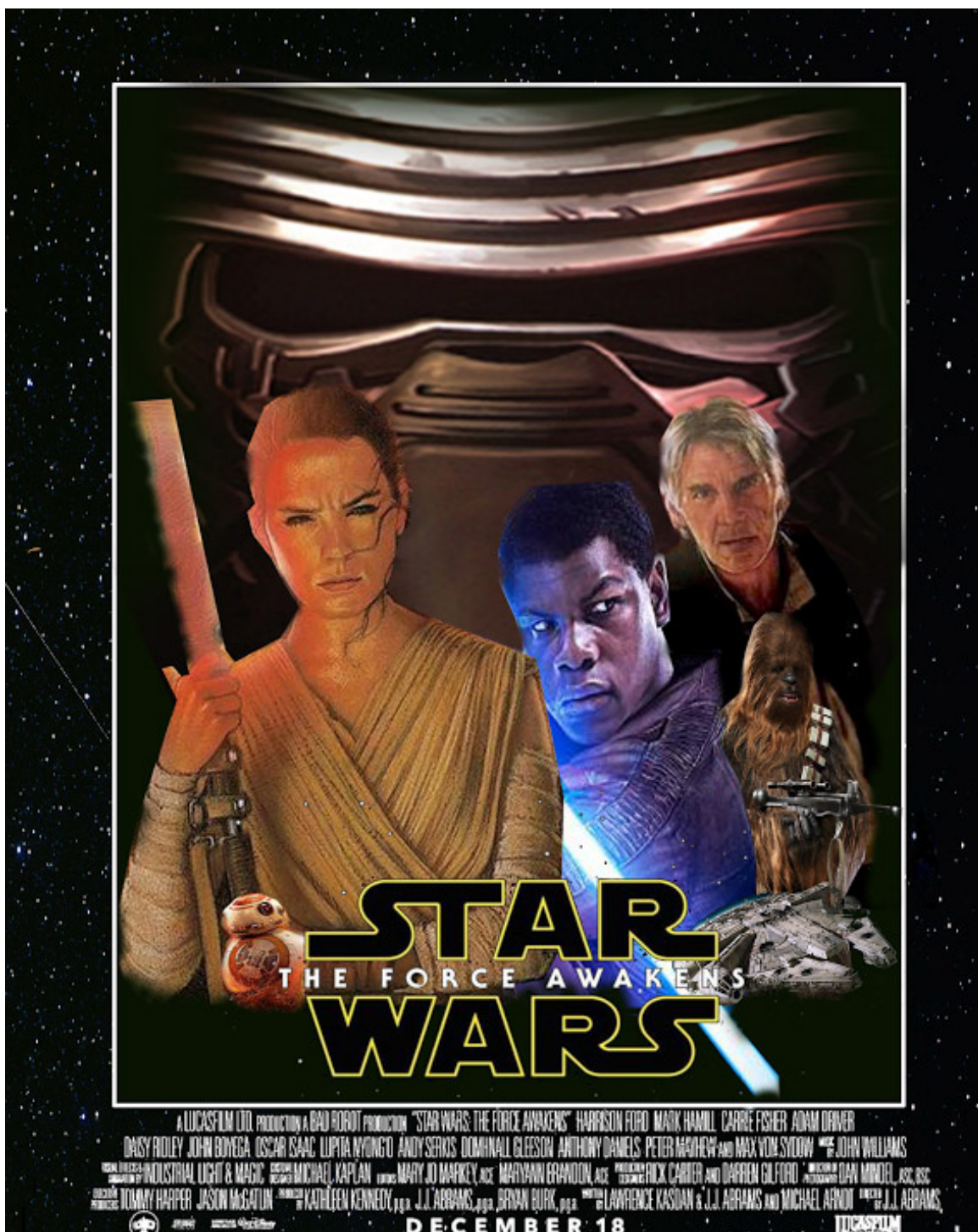
Perrotta is hoping moviegoers will have a hard time telling the difference.

The padawans' posters



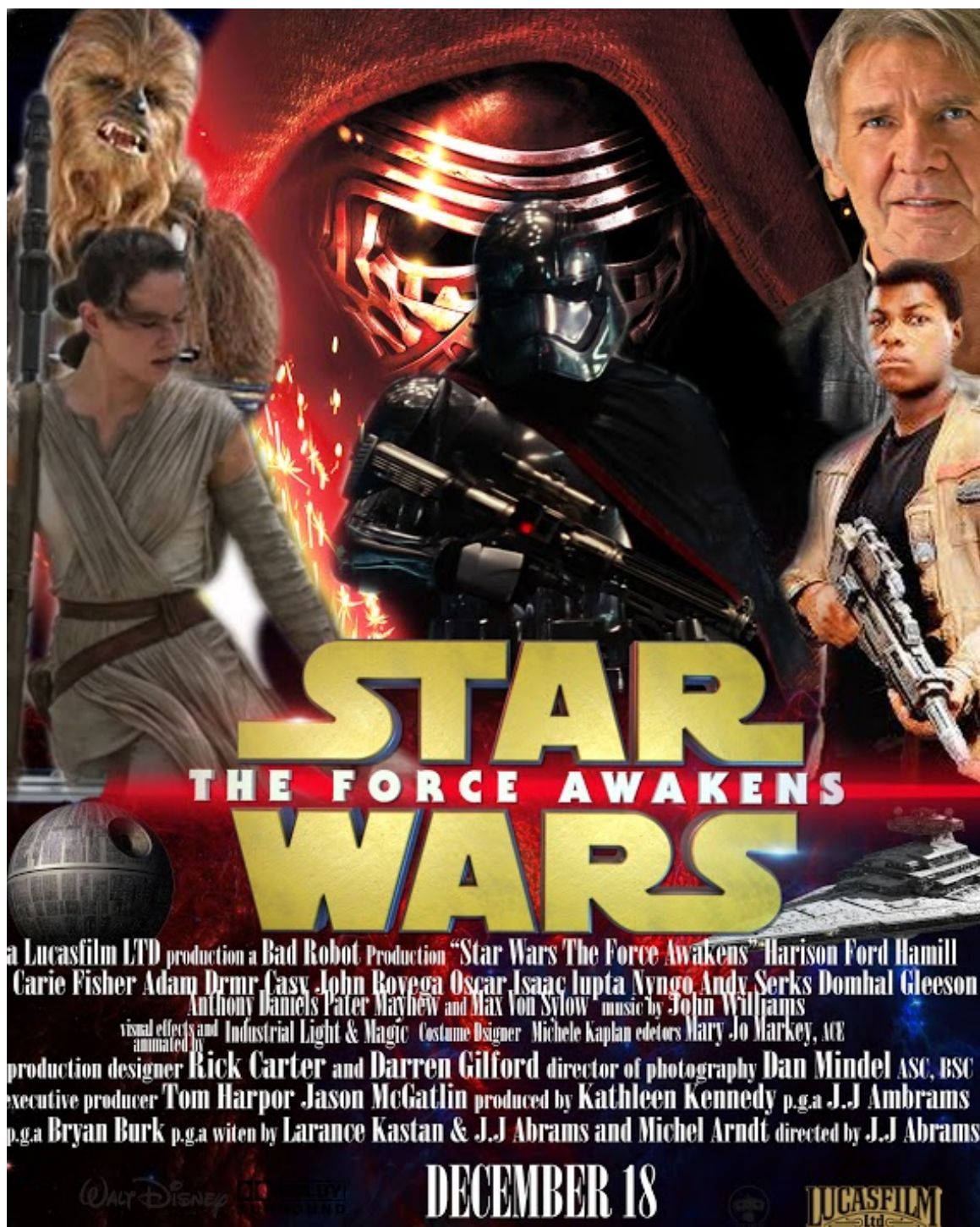
Justin Alvarado's poster.

It didn't take much to sell the assignment to Justin Alvarado, a long time Star Wars fan. "Who can't love it?" he asks. "Who wouldn't think that's cool?"



Joao Guedes' poster.

Alvarado isn't the only diehard fan in the class. Joao Guedes says he's seen all six Star Wars films "at least 10 times" each.



Nicholas Gallina's poster.

Nicholas Gallina describes the Star Wars poster 'look' as a "collage of different characters." His work mindfully combines old and new faces.

Want to see the rest? [Click or tap here see all the students' Star Wars posters.](#)

You can reach Colin at @McNeilColin on Twitter.