

### Objective:

To help pupils understand why posters and advertisements are used, to think about what makes a good poster and to create a poster design that conveys a particular message.

Duration: 60 to 90 minutes (approximately).

### Curricular Links:

SPHE → Myself and the wider world → Media education

### Words of the Day

**Image:** A visual representation of an object, scene, person or message.

**Contrasting:** Showing how something is different when compared, for example in art, different tones of colours or colours that stand out next to each other.

**Message:** Using a picture or words to share something important with the audience.

**Audience:** The people who will be looking at your poster.

**Advertising:** To describe or draw attention to a product, event or idea in order to promote it.

### Classroom Discussion

- What posters have you seen? Note these on the whiteboard or flipchart.
- Why do you think you remember them? The ones we usually remember are the ones that stand out/have the best message.
- Where do you normally see posters?

### Activity

#### 1. CREATE a poster

Here are some top tips for designing a poster – write/show this on the board/OHP. Talk through each of them with the class and note any ideas down beside them for use later in the lesson.

##### 1. Keep it simple

People are often in a hurry and only have a few seconds to notice your poster. Don't make it hard for them to see your message by putting too much information in your design.

##### 2. Use contrasting colours

bold, highly contrasting colours will make your poster stand out. Make your poster nice and bright so that people will see it.

##### 3. Choose just one message

Make one point with your poster to show the message. If you try to add too many different messages it will be confusing.

##### 4. Make your drawings big

If you do a tiny drawing nobody will see it. Make sure every part of your drawing is clear so that people can see it from a distance.

##### 5. Test it out

Show your design to someone else in your class or at home and ask them to look at it for a few seconds. Are they able to read it? Do they easily understand it? What message do they get from it? This will let you know how clear your message/picture is for anyone passing by.

##### 6. Be brave!

Look back at the list of posters the class thought of earlier in the lesson. Which were the ones that were the most exciting and stood out? How will you make yours stand out too?

Note ideas for messages the class may use in their posters on the whiteboard or flipchart. Pupils can create posters of any shape and size.

**The posters must convey a message about the importance of a healthy diet and physical exercise. Use some of the messages below to help you.**

- 5 servings from the 'milk, yogurt and cheese' food group per day are recommended for those aged 9-18 years.
- Examples of 1 serving includes a 200ml glass of milk; a 125g pot of yogurt; or 25g (matchbox-sized) piece of hard cheese e.g. Cheddar cheese.

*Note for teacher:*

- 3 servings from the 'milk, yogurt and cheese' food group are recommended daily for children aged 5-8 years; and for all adults over 18 years.

## **2. SHARE your message through a poster campaign**

- Once the pupils have had some time to create their posters, reflect on the different places your pupils have seen posters (discussed earlier in the lesson).
- Discuss with your pupils how to share their message through a poster campaign to help raise awareness of **the importance of a healthy balanced diet and an active lifestyle** amongst their peers both in the school and in the rest of the community.
- On the whiteboard/flipchart list ideas for ways to share their message. This might include:
  - Sharing the posters and what the class have

learned with younger classes/the whole school with class visits or a school assembly.

- Creating a display in a prominent position in the school where parents and visitors can see it.
- Asking local businesses if they will display the posters and allow the pupils to tell them about their campaign.
- Keep a log of the campaign and use this to complete the campaign diary on the entry form.

## **3. ENTER the competition**

- Entering is easy! All you need to do is fill out an entry form and the poster campaign diary which can be downloaded from our website [www.moocrew.ie](http://www.moocrew.ie) and post or e-mail this to us along with your pupils' posters.
- Pupils can send us their posters as individual, group or class entries. Those entering as a group or class can complete their campaign diary together.

**Note: Each poster must be accompanied by an entry form regardless of individual, group or class entry by April 7th, 2017.** For groups or whole classes entering, the school information and completed campaign diary may be photocopied but the name of the pupil whose work it is should be written on each entry form accompanying a poster.

## **Extension Activities**

1. Create a classroom 'Cheese Display'.
2. Look at other ways media is used to convey messages e.g. television adverts, press, other signage etc. How else could they spread their message?

## **Bring it Home**

**Do a survey of your family's favourite types of dairy products.**