

Poster Persuasion

OBJECTIVES

The student will be able to show an understanding of how human activities may impact penguins' survival. The student will be able to demonstrate an ability to use elements and principles of design to bring about public awareness in a creative way.

MATERIALS

- posterboard (one per student or student group)
- art materials
- reference materials

BACKGROUND

The goal of effective advertising is to persuade someone to do something. In this activity, students encourage people to change a behavior.

ACTION

1. Begin this project by discussing information and conservation issues addressed in this Guide. *(Also look for additional reference materials such as those on page 24, or search the Internet).* Identify endangered penguin species and discuss environmental threats such as oil spills.
2. Students will create “advertising” posters. They can work individually or in groups to develop and design posters to increase public awareness of threats to penguins and associated conservation solutions.
3. Before you begin, ask students to identify their audience and what they want their audience to do. Encourage students to create new ways to get public attention



Sightseers are careful not to interfere with normal penguin activity.

DEEPER DEPTHS

Display posters in your school or community, or have students share their posters with other classrooms.

Have students create public service radio or TV spots to encourage public awareness of penguins and associated conservation issues. Students write scripts; operate recording equipment; and provide lighting, props, and voices.