

DESIGN A POSTER AND 'TAG-LINE'

Objective: To identify key messages from the DARTA presentation

To develop a poster and 'tag-line' that conveys a key message appropriate for someone of their age

Materials:

- Worksheet – 'Important Messages'
- Worksheet – 'Poster: Does The Message Work For You?'
- Electronic or printed version of poster 'Don't Turn A Night Out Into A Nightmare'
- Pens
- Butcher paper
- Textas

Students are given the worksheet 'Important Messages' and asked to complete Section 1 individually, i.e., What were the three most important messages that you took away from the presentation today?

Once completed, students are asked to share their answers with a partner and then complete Section 2, i.e., Did your partner have any different messages than the ones you selected? If so, write those down

Organise students into small groups (no more than 6 students in each) and a group leader is to be chosen who will lead the discussion. All members of the group are to share the messages they have highlighted and then a consensus is to be made on the group's one key message that they believe is important for young people of their age to hear. Once this is done, Section 3 of the worksheet is to be completed, i.e., What is your group's key take-home message?

The students are to be brought together and the poster 'Don't Turn A Night Out Into A Nightmare' is to be discussed. This can be completed either individually or in small groups using the worksheet 'Poster: Does The Message Work For You?' or the teacher can show the poster and then discuss the questions from the worksheet with the whole class, highlighting students' thoughts on butcher paper or on the board.

Groups are then set the task of developing their own poster, based on the key message they identified in the earlier activity. Their poster will need to have the following elements:

- an image that is simple and conveys the message clearly
- a tag-line that is catchy and easy to remember
- a useful fact or statistic that relates to the overall message



The target group for the poster is Year 10 students, with the message being suitable for both males and females.

Groups are then given some time to work on their posters. Once all groups have a version of their poster that contains all the necessary elements, the class is brought together and posters are displayed and discussed, with each group leader explaining their choices in terms of image, tag-line, etc. Teachers should ensure that the messages are correct (i.e., students understood and conveyed the message delivered in the DARTA presentation accurately), get students' thoughts on the appropriateness and effectiveness of the images and tag-lines used, as well as their views on which of the posters, if any, would possibly have an effect on the target group.

ALTERNATIVE ACTIVITIES

This activity can also be conducted individually, with students completing the 'Important Messages' worksheet as suggested (i.e., individually, with a partner and then in groups) but once the group key message has been chosen, students develop a poster of their own.

A class poster competition could be conducted, with the winning poster being selected to be displayed in the school (e.g., classrooms, school bulletin boards and school counsellor area).

The worksheet 'Poster: Does The Message Work For You?' can be used as a separate activity. Firstly, students work through the sheet examining the 'Don't Turn A Night Out Into A Nightmare' poster as suggested. They then use the Internet to find other posters that target teen drinking and then critically examine those also. Once a number have been looked at, students are then to select which they choose as the most effective and why.

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IMPORTANT MESSAGES

SECTION 1 *(individually)*

What were the three most important messages that you took away from the presentation today?

SECTION 2 *(with a partner)*

Did your partner have any different messages than the ones you selected? If so, write those down

SECTION 3 *(small groups)*

What were the three most important messages that you took away from the presentation today?

POSTER: DOES THE MESSAGE WORK FOR YOU?



This Australian Government resource contains a number of elements that make for an effective poster:

- an image that is easy to understand and grabs your attention
- a 'tag-line' that is simple and clear
- a useful fact or statistic

Who do you think this poster is targeting? Give some details on the age, gender and background of the people you think the Government is trying to reach with this poster.

What message do you think it is trying to convey to that group? Is it as simple as 'don't drink' or is there another message?

What are your thoughts on the image and the tag-line? Did the image catch your attention and is the tag-line something you would remember?

Do you think it is an effective poster? i.e., Do you think it would have the effect the Government is after? Why/why not?
