

Creating an Awareness Campaign Poster



Create a poster to raise awareness about a social issue. Your poster must make effective use of visual conventions and written elements including persuasive language features. You are to submit your poster alongside a 300-500 word rationale explaining your choices.

Step 1: Choose a social issue.

Some examples might include: drug addiction, drink driving, homelessness, discrimination, environmentalism, cyber bullying, domestic violence, online security, social media addiction, gambling, racism, LGBTI+ rights, immigration, mental health, animal rights, euthanasia, age discrimination, eating disorders, police brutality, unemployment etc.

Step 2: Research your social issue.

What do you know about it? How does it impact society? Who does the issue affect most? Who else might be involved in the issue? Find some key facts, statistics and/or information.

Step 3: Decide on your purpose

What is the goal or aim of your poster? How would you like your audience to feel? What would you like your audience to do?



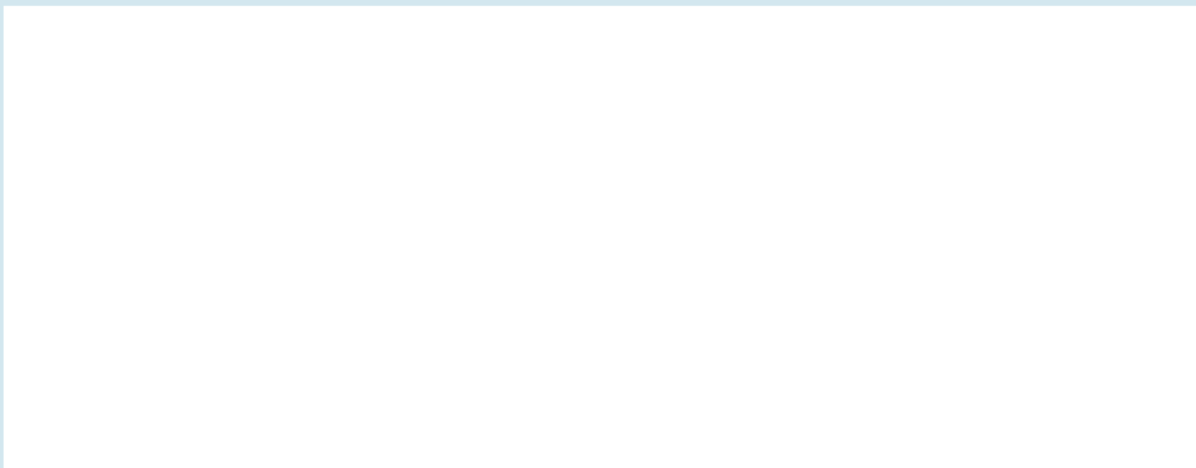
Step 4: Identify your audience

Who is your audience? Is it aimed at victims of a particular social issue? Or a group you would like to spread awareness to? Are you aiming it at those with privilege or power who may be able to help? Decide. Then consider the specifics – Consider gender, age group, relationships, income, hobbies, geography, employment, wants and needs.



Step 5: Consider context

Decide on a name for your make-believe organisation and decide what kind of organisation they are. Is your poster for an Australian context or a worldwide organisation/campaign? In what year is it produced?



Step 6: Plan your written elements

Your poster must contain each of the following parts. Consider specific word choice and connotations as well as other persuasive language features you might use and draft each part below.

Headline Some good persuasive techniques to use in a heading are alliteration, pun, direct address, rhetorical question, inclusive language.	
Body Copy Some good techniques to use in your body copy are emotive language, connotations, facts and statistics, direct address, inclusive language, descriptive language etc.	
Slogan Think of something short, catchy and memorable. You might use alliteration, direct address or rhyme.	
Logo Think of images that might symbolise your organisation and the ideas and values it stands for.	

Step 7: Plan your visual elements

First, consider the content. What kinds of people will be in your poster? (appearance, clothing, body language). What is the setting? Are there any important props or objects?

Then consider the composition or layout on your poster. How will all the elements be arranged? (centralisation, marginalisation, foregrounding, backgrounding, size, framing etc.)

Sketch a draft of your awareness campaign poster below.



Step 8: Write Rationale

After you have created your good copy either digitally or by hand, you will need to write a 300-500 word rationale justifying your choices. Use the following questions to guide you and draft your rationale below. Remember to use paragraphs.

1. Explain the social issue you chose to focus on and your poster's purpose.
2. Identify who your target audience is and what the desired audience response might be (consider appeals to emotions and/or values)
3. Identify two visual elements within your poster and explain their effect i.e. how these convey ideas or position audience response.
4. Identify two written elements within your poster and explain their effect i.e. how these convey ideas or position audience response.

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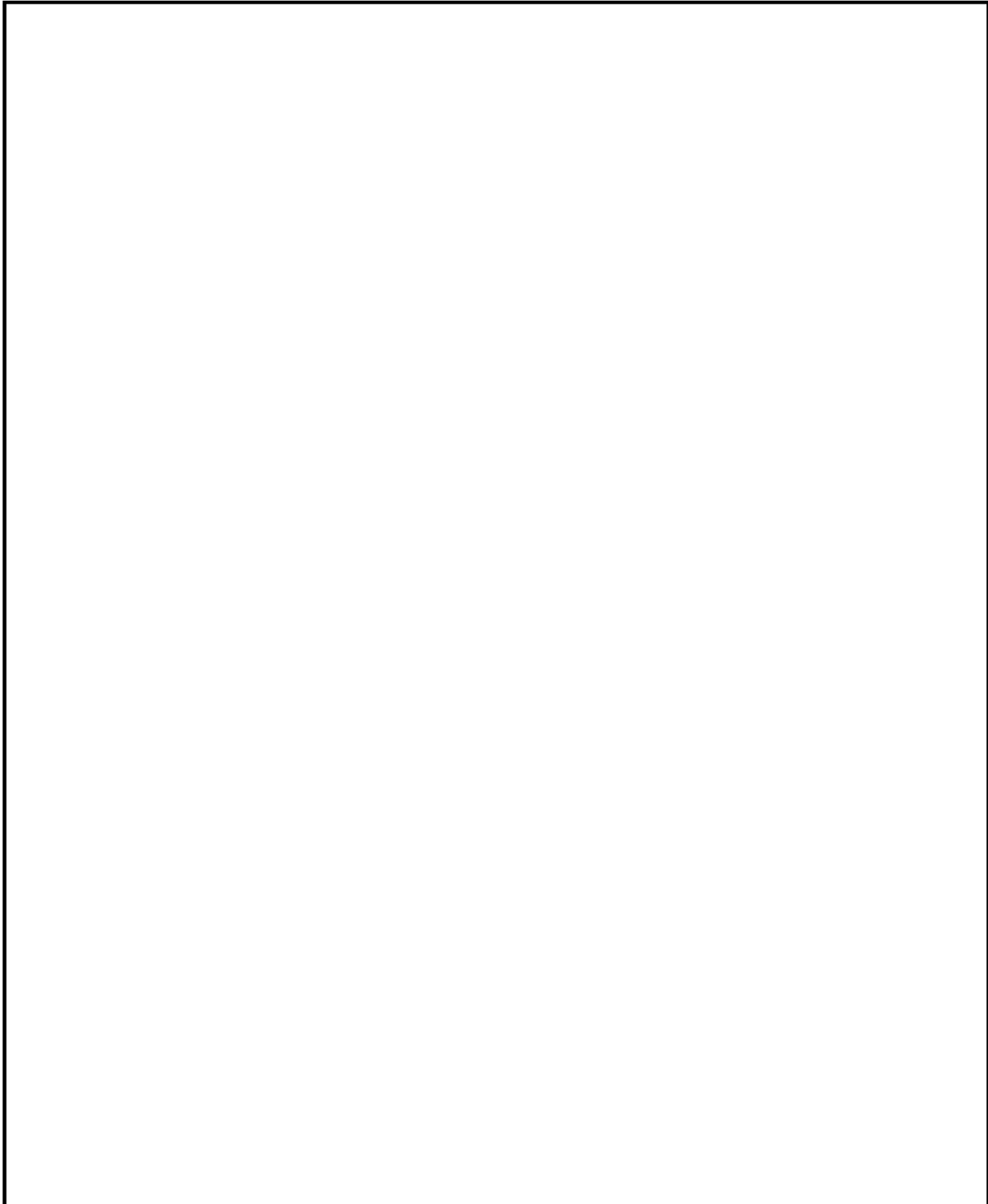
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A large, empty rectangular box with a thin black border, intended for sketching a draft of an awareness campaign poster. The box occupies the lower half of the page and is completely blank.

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