



Be a Water Hero poster competition

Learning objective

To design a persuasive poster to encourage the school community to save water

Overview

Children use understanding gained from the **Water-Saving Mission** to design persuasive posters to inform people about reasons and strategies for saving water

Resources

- Range of examples of persuasive posters (eg. safety, health, recycling, charity etc)
- Coloured pencils
- **Water-Saving Mission** publicity poster with space to advertise your school's poster competition
- **Design your Be a Water Hero poster** worksheet 6.1

Curriculum links

-  Art
-  ICT
-  English - writing composition
-  Eco-Schools - informing and involving

Optional

-  ICT

Activities

In advance

- Collect or print a range of examples of persuasive posters (eg. safety, health, recycling, charity etc.)
- Advertise school poster competition – children to design posters to persuade the school community to save water. Winning designs could be displayed in your washrooms or by classroom sinks.

Starter

- Show children examples of persuasive campaign posters and ask them to identify features that make the posters effective.

Main

- Look at the features used by persuasive posters. Discuss how the designers have tried to make each poster persuasive.
- Ask children for ideas and agree success criteria for a successful poster. These could include: informative, eye-catching images, easy to read, suitable language, catchy slogan, clear call to action, layout, colours and fonts.
- Ask children to identify suitable locations to display posters to persuade others to save water.
- Pupils plan and design their posters using the **Design your 'Be a Water Hero poster' worksheet**.

Plenary

- Display posters for peer review. Children provide feedback on each other's posters.
- Enter your school's winning poster designs into Southern Water's regionwide poster competition.
- Email entries to: Sally Lambert - sally.lambert@southernwater.co.uk
or post entries to:
Sally Lambert
Community Education Manager
Southern House
Yeoman Road
Worthing
BN13 3NX
- Winning designs will be displayed at Southern Water's Head Office every six months.



Design your 'Be a Water Hero' poster

Design a persuasive poster to encourage your school to save water

What to do

1. Share your ideas about what makes an effective persuasive poster with your class.
2. Use the planning space to help you design your poster.
3. Design and create your poster on paper or using ICT.
4. Share your poster design with your class and give and receive feedback about the posters.
5. Enter your poster into the competition – if you win it could be displayed at your school and at Southern Water.

Planning your poster

What makes an effective persuasive poster?
Who is your poster for?
What are you asking people to do?
Where are the best places to put your poster?
Which catchy phrases could you use to interest people?
Which facts or information will you include to persuade people?
Which colours or fonts will you use to get people's attention?
Which interesting images will you use?

Ask for a classmate's feedback on your poster

Which two features of the poster work well?

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What is one thing on the poster that you would change to improve it?

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