

Design a Persuasive Campaign Poster

Learning objective: To identify and use persuasive techniques to design a poster promoting an environmental cause.

Follow the steps below to design a poster that convinces people to protect our local park. Use the word bank to add persuasive labels to your artwork.

Draw: Draw a large, colorful poster for a 'Save Our Park' campaign. Include a central illustration of a beautiful, clean park scene. Around the edge, leave space for a catchy slogan using bold, block lettering. Add arrows pointing to your text, labelling them with the correct persuasive techniques from the word bank. Ensure your design is neat, eye-catching, and uses space effectively to grab attention.



Label words: Emotive language · Rhetorical question · Imperative verb · Exaggeration · Alliteration · Bold font

Steps:

1. Write a rhetorical question you could include on your poster to make the reader think about the park.
2. Choose one imperative verb from your own knowledge (e.g., 'Join', 'Help') and explain why it is effective in a persuasive poster.
3. Label your drawing to show where you have used 'Alliteration' to catch the reader's eye.
4. How does using 'Emotive language' change the way someone feels about your campaign? Give an

example.

5. If you were selling tickets to a park event for £5.50, where would you place the price so it is clear but not the main focus?