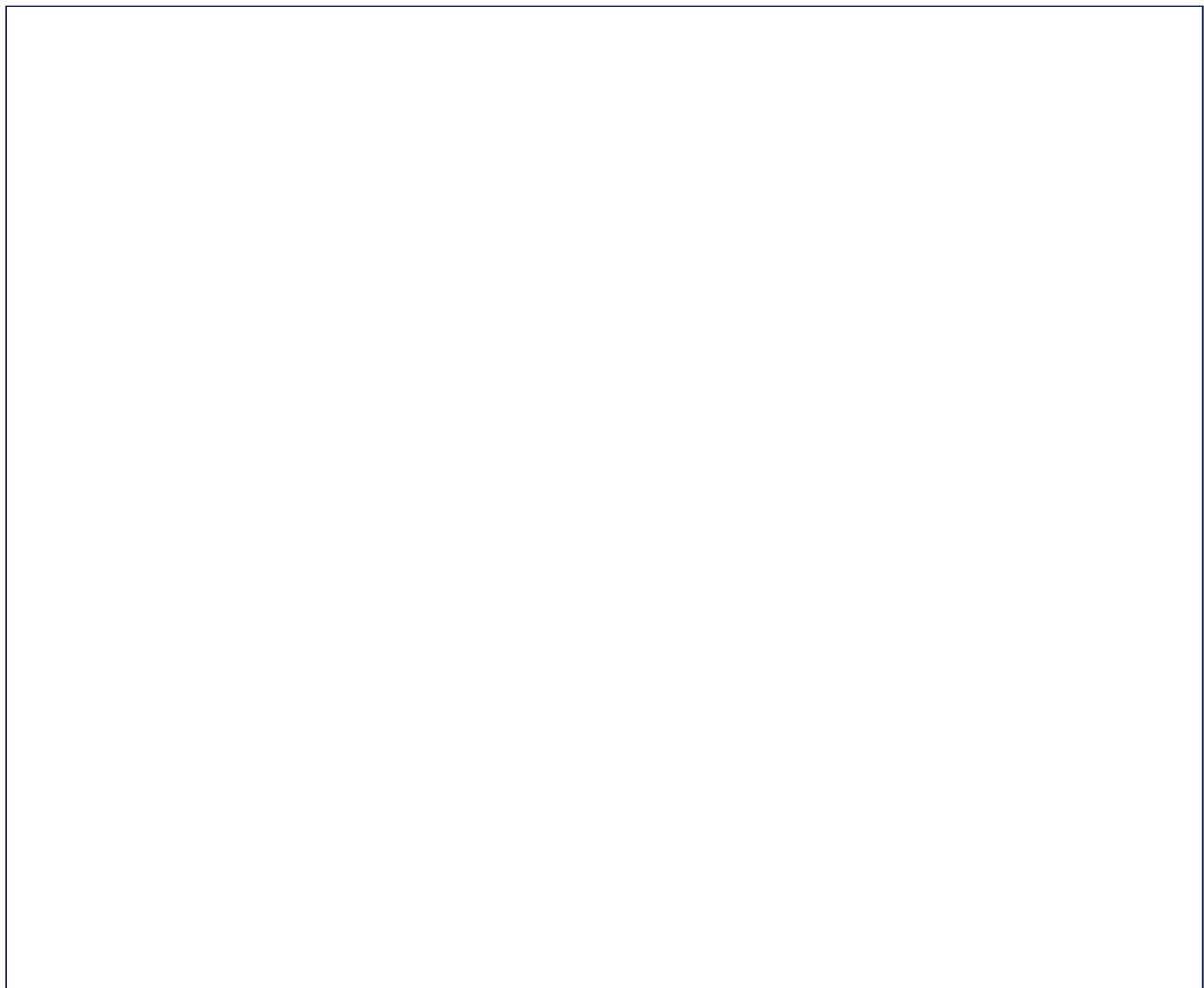


Persuasive Poster Design: Save the Forest

Learning objective: To use persuasive techniques and emotive language to design a poster encouraging people to look after the local forest.

Follow the steps to create your persuasive poster. Use bold colours, catchy slogans, and clear labels to convince people that our forest is worth protecting.

Draw: Draw a vibrant, colourful scene in the centre of your page showing a thriving forest. Include Pip the caterpillar sitting on a bright green leaf and Nova the owl perched on a branch. Around the edges, leave space to write your persuasive slogan in big, bold letters. Use arrows to point to different parts of the forest and label them with 'power words' from the word bank to show why they are special.



Label words: magnificent · essential · breathtaking · protect · precious · urgent · vibrant · join us

Steps:

1. Write a catchy 'hook' or slogan for the top of your poster to grab the reader's attention.
2. Identify two 'power words' from the word bank that you will use in your poster and explain why they are persuasive.
3. What is one command (imperative verb) you could use to tell people to act now?
4. Why is it important to use bright colours and clear pictures when writing persuasively?

5. Who is the target audience for your poster? Explain how your language choice changes for them.