Creating an Awareness Campaign Poster

BULLY

Develop a poster with a primary focus on the social issue of cyberbullying. Craft a visually compelling message using graphics and persuasive language. Alongside your poster, offer a detailed rationale of 300-500 words explaining the design choices and their relevance to raising awareness about cyberbullying.

Step 1: Research your social issue.

What is your understanding of cyberbullying? What implications does it have on society? Which demographic is most affected by this issue? Seek out essential facts, statistics, and information relevant to cyberbullying.

Step 2: 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 3: Identify your audience

Who is your target audience? Are you directing your message towards victims of a particular form of bullying or a group you want to raise awareness among?

Step 4: Consider context

Consider the context in relation to the emphasis on the problem of cyberbullying.

Step 5: Plan your written elements

Your poster must contain each of the following parts.

Headline Some good persuasive techniques to use in a heading are alliteration, 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.	

Step 6: Plan your visual elements

How will you organise all the elements? Consider aspects like background, size, framing, etc.

Provide a preliminary sketch of your awareness campaign poster below.

Step 7: 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. Clarify the chosen social issue and the purpose behind your poster.
2. Define your target audience and envisage the desired audience response, considering appeals to emotions and/or values.
3. Point out <u>two visual elements</u> in your poster and elucidate their impact, explaining how they communicate ideas or influence audience response.
4. Identify <u>two written elements</u> in your poster and elucidate their impact, explaining how they convey ideas or shape audience response.