

# Poster Persuasion



## Objective

The students will be able to show an understanding of how human activities may impact penguins' survival.

The students will be able to demonstrate an ability to use elements and principles of design to bring about public awareness in a creative way.

## Materials

- posterboard (one per student or student group)
- art materials
- reference materials

## Background

The goal of effective advertising is to persuade someone to do something. In this activity, students encourage people to change a behavior.

All penguins are legally protected from hunting and egg gathering. But other threats still remain. Introduced land predators such as cats and dogs prey on penguins. Overeager sightseers and photographers may come too close to breeding areas. Probably the most important problems that penguins face are habitat destruction, oil spills, pollution, and reduction of food resources from overfishing.

## Action

1. Begin this project by discussing information and conservation issues. Identify endangered penguin species and discuss environmental threats such as oil spills.
2. Students will create “advertising” posters. They can work individually or in groups to develop and design posters to increase public awareness of threats to penguins and associated conservation solutions.
3. Before you begin, ask students to identify their audience and what they want their audience to do. Encourage students to create new ways to get public attention.

## Deeper Depths

Display posters in your school or community, or have students share their posters with other classrooms.

Have students create public service radio or TV spots to encourage public awareness of penguins and associated conservation issues. Students write scripts; operate recording equipment; and provide lighting, props, and voices.