

Next, plan your artistic approach...

Each of the five issues Students Rebuild is addressing this year – global hunger, humanitarian aid for refugees, addressing bias, clean oceans, and art activism – lead students in choosing a specific cause to address in their poster art.

In the planning process, students should think through the below questions – and perhaps even do some quick practice sketches of what they want to make as well!

1. THE ISSUE: What issue are you addressing?

2. THE MESSAGE: What message do you ultimately want to communicate about this issue; what do you want people to understand or feel about it, and what actions you hope they might be inspired to take?

3. THE ART: What images will help you achieve this, and how will the elements and principles of art also be used to communicate the message?

For older students: Use the internet or social media to see examples of how non-profits and other artists are using visuals (art, videos, or photography) to communicate a similar message.



4. THE TEXT: Poster art usually has a limited amount of text. If you could only use 10 words (or less!) to help communicate your message – what words would they be and how would they look?

5. THE STYLE: There are lots of ways to make a poster – you can draw, paint, block or screen print, collage, use photography, use graphic design software or other methods.

For older students: Who is your ideal audience and who do you most want to be attracted to – and respond to – your poster's message? Remember that different ages, cultures and groups respond to different artistic styles.

6. THE POSTER: How will you put the message, the art, the text and the style together to catch people's attention and change the way they think, feel or act about the issue?



Finally...CREATE!