CONCURSO ESCOLAR

HAZLO VERDE

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CAMBIAR TU MUNDO ESTÁ EN TUS MANOS

UNIDAD DIDÁCTICA 4

LET'S CREATE
OUR AWARENESS CAMPAIGN

LEROY MERLIN
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HÁBITAT MEJOR**

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1 LET'S CREATE OUR AWARENESS CAMPAIGN

In all awareness campaigns, it is necessary **to put the subject in context** to help students to **understand the significance of the project and its objectives.**

Then, after completing the suggested activities, it is time to share what they have been learning with the rest of the school to raise awareness of **SDG 15,** drawing attention to the importance of sustainability of the resources in forests.

You are sure to have reached several conclusions and reflections in working groups, and the students will be able to use their imagination and creativity to create **an awareness poster** to promote a **sustainable and environmental identity** in the community with respect for forests and **responsible consumption.**

## 1.1 BRAINSTORMING AND THE MIND MAP AS CREATIVE RESOURCES

Once we have gathered the data, discussed it in class and reflected on the importance of publicising the content of SDG 15, we will develop our awareness campaign.

On a poster, the words, concepts, and images we have selected will trigger **a mental process based on sensory images,** with relevant associations and links to connecting dialogues (text, slogan) with images (graphic resources, image). They work like visual and graphic synonyms and help complete the message to make it efficient and effective.

To **achieve creative results and empower students, showing that their ideas are valuable,** we suggest using brainstorming and mind mapping to shape their ideas and display them on the poster.

WHAT IS BRAINSTORMING?

This technique consists of freely expressing ideas in a group to reach agreement on a topic, to generate creative ideas or new solutions to a situation. The more ideas they come up with, the more ideas emerge and lead to new ones. The sum of all these ideas defines the overall concept agreed upon by the group.
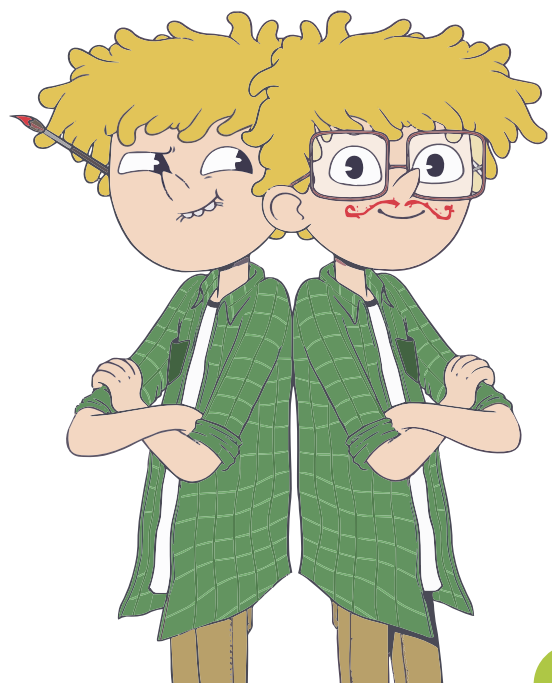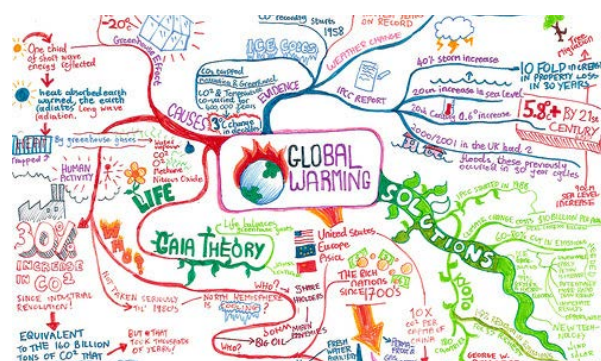
HOW TO APPLY IT IN THE CLASSROOM?

1. Get your students together and allow them to put forward their ideas and contributions freely.
2. You can do it orally or in writing. In any case, you will have to leave them written on the board, or each one should be written on a piece of paper and stuck to the board.
3. Allow them to take turns to present their ideas.
4. The ideas need to emerge spontaneously. They are all valid, so don't give them too much time, the more they improvise, the better ideas they will have!
5. Do not rule out any ideas, no matter how ridiculous they may seem. After the session, look at all the ideas together and select the main ones.
6. The best ideas selected will be used to create the message on the poster.

WHAT IS A MIND MAP?

This technique is based on associating ideas and the connections that the brain makes when thinking about something, rather than thinking linearly. The brain links concepts and ideas which are written or drawn on a visual map, combining words, diagrams, and drawings to give an overall view of a larger concept.

HOW TO APPLY IT IN THE CLASSROOM?

1. Ask each individual student to create one in class and to finish it at home.
2. The map is usually organised and laid out on paper as follows: the main topic goes in the centre and the branches that emerge that are the key ideas, categories, subtopics, factors, and elements that make up that the theme.
3. They are laid out freely, and we recommend using drawings and colours to differentiate and organise the information.

1ˢᵀ LET'S THINK UP OUR MESSAGE

The message is the way and means by which the information is transmitted from the sender to the receiver. In our case, the message is composed of the information and its visual support, that is, a poster consisting of **one or more images,** plus a small **text or slogan.**

Short, concise sentences. Main ideas. Clear concepts.	Easy to understand and read.
Use of connective words. Linking terms.	Facilitates dynamic reading.
Active use of tenses. Write in the present tense. Appropriate tone. Clarity and materialisation.	Facilitates understanding of conceptual, theoretical ideas.
Distribute relevant messages. Short, separate paragraphs. Emphasise what is important	It helps to form a persuasive idea of the topic in question.
Adapt contents to the student's family context	Emphasises the important contents of the topic in question.

For the message to make an impact on your audience, it must be effective and must comply with the five rules of visual language:

- **AN ENCODED MESSAGE:** The message is created using words and pictures. Therefore, the message will have to be adapted to the language of the audience addressed, so that it is perceived and received correctly, is understood, and assimilated.

- **A CLEAR MESSAGE:** The poster must be clear and effective to get the audience to pay as much attention as possible. The message on the poster, slogan or printed texts must be easy to remember.

- **A PERSUASIVE MESSAGE:** The poster must show the values of SDG 15, the diversity of forests, the importance of sustainability and responsible consumption. You should select at least one unique feature that stands out from the rest, to ensure that the message reaches the public.

- **A MESSAGE THAT STANDS OUT FROM CROWD:** Not only is it essential for the poster to capture the public's attention at the level of perception, but it also needs to stand out from its competitors. Therefore, the poster should stand out from the rest and pique the interest of its target audience.

- **A MEMORABLE MESSAGE:** In general, people rarely act on impulse. This is why it is important that the message is fixed in the receiver's memory and that it stays there until their attitude changes.

3 | 2ND LET'S SELECT AN IMAGE

The message itself **is intended to communicate**. The image on the poster is decisive to ensure that its message is read correctly.

There can be no more than three or four items to attract the viewer's attention on the poster. And since the goal is **to get and keep the observer's attention,** these following factors must **be avoided** to guarantee good visual communication:

- **<u>VISUAL MONOTONY:</u>** Not enough contrast or variation in the stimulus causes attention to wane. The monotony might be because of the colours, lack of difference, light, space or even saturation of elements.

- **<u>LACK OF INTENSITY:</u>** Intensity is another determining factor in capturing attention. The image communicates and has a meaning that can add to or strengthen the message being sent. That is why, if a message is to arouse interest, it has to be different from the rest, with a memorable slogan and a powerful image that reflects the issue to be addressed.

- **<u>LACK OF CONTRAST:</u>** The choice of elements on the poster can hinder understanding of the message if they are wrong. To do this, choose a powerful image that conveys the message you want to send out. The message must be clear, distinctive, and memorable.

4   3RD LET'S CREATE OUR PROPOSAL

Ask your students to form workgroups and to share out the following tasks when preparing the campaign proposal:

- **ANALYSIS AND DESCRIPTION OF THE TARGET OF THE SDG 15 TO BE COMMUNICATED.** Define the unique characteristics and values of the SDG 15 you want to communicate. Clearly define the message you want to transmit, the data you want people to know, the role of the consumer, etc.

- **COMPOSING THE MESSAGE AND LOCATION ON THE POSTER.** Definition of texts, dialogue, and slogan, taking the conclusions reached through the suggested activities into consideration.

- **GRAPHIC IMAGE SELECTION.** Define the graphic images that make up the poster. Each keyword in the poster slogan has a multiplier effect as it contains a wide range of associations and connections.

From all the posters made by the class groups, **select the one you want to represent the class** in this competition. As the teacher, it will be you who uploads the poster in the private area of the web.

Remember to attach a title and a short description of the message to the space provided in the private area.

If you want to do more work on the visual language to create the poster, click here.

This link will take you to the teaching unit called "The creative process applied to design".