

The Big Splash: Art Activity

Create a poster for an upcoming event at your school, library or community.

Designing an Event Poster.

Part 1: Introduction and Analysis (20-30 minutes)

1. Warm-up: Why Posters? (5 min)

- Ask students: "What is the job of a poster? Why do we see them everywhere?" (Answers: to get attention, to tell you something important, to make you want to go/do something).
- Introduce the term: **Call to Action** (The thing the poster wants you to do).

2. Poster Checklist: What Must Be There? (15-20 min)

Essential Poster Elements	Why It's Needed
WHAT? (The Event Name)	So people know what is happening.
WHEN? (Date and Time)	So people know when to show up.
WHERE? (Location)	So people know where to go.
WHO? (The Audience/Host)	Who is hosting (the school, library, community centre)? Who is it for (parents, students, public)?
WHY? (Hook/Description)	Why should I go? (e.g., "Win Prizes!", "See amazing acting!")
ATTENTION GRABBER (Title/Image)	To make people stop and look.

Part 2: Planning and Sketching (30-45 minutes)

1. **Identify the Event (5 min)**
 - Announce the specific school event the class will be promoting (or let students choose from a pre-approved list).
 - Write the event name at the top of their planning sheet.
2. **The Planning Template (25-30 min)**
 - Distribute the planning template (see below).
 - Fill in the text details for the **WHAT, WHEN, WHERE, WHO**, and **WHY**.
 - Sketch out their ideas for the **ATTENTION GRABBER**, focusing on the layout and where the text and image will go. Emphasize that the layout must be **easy to read** from a distance.
3. **Peer Check-In (5-10 min)**
 - Pair up and check each other's planning sheets against the "Essential Poster Elements" checklist.
 - Prompt: "Did your partner miss a piece of information? Is their main title easy to read?"

Part 3: Creation and Design Design Focus (10 min)

- Review key design tips:
 - **Contrast:** Use dark colors on light paper, or light colors on dark paper.
 - **Size:** Make the **WHAT** and **WHEN** the biggest things on the page.
 - **Neatness:** Use rulers, make clear outlines, and color neatly.
- Students begin working on their final poster, using the planning sheet as their guide.
- Provide various materials: large paper, markers, colored pencils, rulers, and perhaps cut-out letters or stencils.

Poster Planning Template

Section	Planning Notes / Draft Text
1. The Event (WHAT?)	(Example: Science Fair, Winter Concert, Fun Fair, Bake Sale)
2. Date & Time (WHEN?)	(Example: Thursday, January 10th @ 6:00 PM)
3. Location (WHERE?)	(Example: School Gymnasium/Community Centre)
4. Audience (WHO?)	(Example: All students, families, and staff are welcome!)
5. The Hook (WHY?)	(What makes it exciting? Example: See amazing experiments and try your own!)
6. Call to Action	(What must people DO? Example: Sign up your project by Oct 30th!)
7. Color Palette	(What 2-3 colors will you use to make it pop?)

Use this sheet to plan all the information and the layout for your poster before you start drawing

Remember to make the main title the largest thing on the page!

Final Product: Self-Assessment Checklist

The final product should be a vibrant, informative, and compelling poster. Use this checklist to ensure the design meets all requirements.

Element	Check	Goal
Title Clarity		Is the name of the event big and bold ?
Date & Time		Are the specific day, date, and time clearly visible?
Location		Is the place (e.g., library, gym) written clearly?
Visual Appeal		Does the main image or graphic clearly relate to the event?
Readability		Can the text be easily read from a distance (at least 3-5 steps away)?
Persuasion		Does the poster make me want to attend the event?
Neatness		Is the coloring neat and all text written cleanly with no spelling errors?

Name:

Title of Poster

