



Design School Lesson Plan

Social Change Through Persuasion

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TITLE OF LESSON

Social Change Through Persuasion: An introduction to creating a visual poster to generate an emotional response

ACHIEVABLES

- Students will compare and identify visual posters throughout history.
- Students will understand that posters are created for a purpose.
- Students will learn to create a basic visual poster combining text and image for a particular purpose.

SUGGESTED LEARNING OBJECTIVES

- Understand how the use of text features and multimodal elements can achieve particular effects.
- Share and compare current, contemporary human rights posters and identify elements that help create a human response for a particular purpose.
- Create a redesign based on a current, contemporary human rights poster and identify design elements that help evoke a human response for a particular purpose.

PREPARATION

- Students will each need access to a computer with internet connection.
- Present the [Quick Guide to Canva](#) to onboard your class quickly.
- Students have already viewed a range of posters, throughout history, that have different purposes and objectives. You can use [this supporting resource](#) to show examples of posters for a variety of purposes.
- Ask students to research 5 different posters that have distinctly different purposes (i.e. advertisement poster to sell a product).

SUGGESTED LEARNING FLOW

Part I: A social justice issue - Racism

Setup (5 minutes)

Allow students time to brainstorm what racism actually is. They can show their understanding through brief notes, a sketch, or sound recording on a their device.

Share knowledge (10 minutes)

Conduct the activity [Think-Pair-Share](#). Students record what they think racism actually is. This could be in any form such as a note, sketch or sound recording. Pair up with a fellow classmate and share each other's

understanding. This can continue many times up to the teacher's discretion. The purpose is for the students to build their knowledge on what racism actually is. Share this [article](#) about racism on the website globalissues.org with the students and discuss as a class.

Share [this worksheet](#) and discuss the reasons for design.

- What has the artist included?
- Why have they included these elements?
- Students make connections with design elements from [Quick Tips for Great Design](#).
- What has the artist demonstrated that is included in the [Quick Tips for Great Design](#)?

Students should create a [PMI chart](#) on this poster design, focusing on the purpose of the poster, text elements, what racism actual is, and the design elements of the poster.

Part II: Design their redesign racism poster in Canva (Use [Quick Guide to Canva](#) presentation)

Students will be using Canva to create a poster highlighting the social injustice of racism. Students should focus on the symbolism of the text and imagery, while still focusing on effective design elements (i.e. spacing, positioning, colors, and photo filters used with text and images).

Intermittent breaks that allow for formative feedback should be structured throughout the creation phase. A planning/sketch phase should be encouraged before designing within Canva.

Download and print the poster. All images uploaded or used in Canva will be either taken by the students themselves, or free to use under the [Creative Commons license](#).

Part III: Formative Feedback from Peers and Teacher

Distribute posters around the room and allow time for the students to view all the designs.

Run through the [Quick Tips for Great Design](#) one-page reference guide.

Students pair up and offer 2 positive feedback comments and 1 constructive feedback comment to their work partner. Encourage students to be as specific as possible with the constructive comment, making suggestions or brainstorming other possibilities so that the student can take action when it is time to alter their design. Another [assessment for learning strategy](#) may be used as a substitute for this activity.

Allow students time to absorb peer feedback and alter their design according to suggestions.

Re-print and share the design with the original poster attached so development and improvement is illustrated.

Homework/Extension Activities

- Compare: Allow students to create a poster on the same topic but with the purpose of encouraging people to get involved in a demonstration. How might the visuals and text change with a different purpose?
- Online poll or survey: Use Google Forms to create a survey to ask for external feedback for the design they have created.