

**Activities:****2.1 Create an Advocacy Poster****Disappearing Elephants  
Create an Advocacy Poster**

**Aim:** Students will make an advocacy poster to raise awareness about elephant issues. They will recognize and understand the influence of photographs and design for campaigning.

**Content Objective:**

- Analyze the format and structure of different environmental campaigns
- Develop awareness of advertising techniques
- Understand media messages and their elements when it comes to endangered animals, specifically elephants
- Illustrate campaigns for elephants in an effective way to create awareness

**Vocabulary:**

- Advocacy
- Awareness
- Campaign
- Conservation
- Demand
- Habitat Loss
- Human-Elephant Conflict
- Ivory
- Media
- NGO
- Poaching
- Supply

**Materials:**

- Disappearing Elephants overview, posters, handouts, and online materials
- Magazine and newspaper campaigns
- Endangered animals flyers and advertisements
- Art supplies (markers, glue, paper)

**Procedure:**

**Hour one:** Understanding the Topic

Using Disappearing Elephants online materials (videos, posters, overviews, discussion starters), students will be introduced to different threats to elephants.



## **Hour two:** Create an Advocacy Poster

a) Students will develop a conceptual understanding of campaigns by focusing on how campaign advertisements can help endangered animals. Discuss the key elements of a good advertisement.

Successful advertisement techniques:

- “Z” Form: Select one of the ads to demonstrate how eyes track over an ad.
- Light: human eyes tend to look towards lighter color

Teachers can engage students in a conversation about:

- Why elephant ivory is a problem?
- Who harms the elephants?
- Are ads a good way to protect them?
- How do different NGOs make advertisements?
- What group do you want to see the campaign posters?

b) Hand out magazines, newspapers and have students read through the ads and pick out the ones that they think are effective, and discuss methods for why they are effective.

c) Ask students to create an ad campaign that will enlighten people on the elephant population decline problem

## **Hour Three:** Present your campaigns

Students present their campaigns to the class or post them online. Send them to [contact@disappearingelephants.com](mailto:contact@disappearingelephants.com) and to go up online!



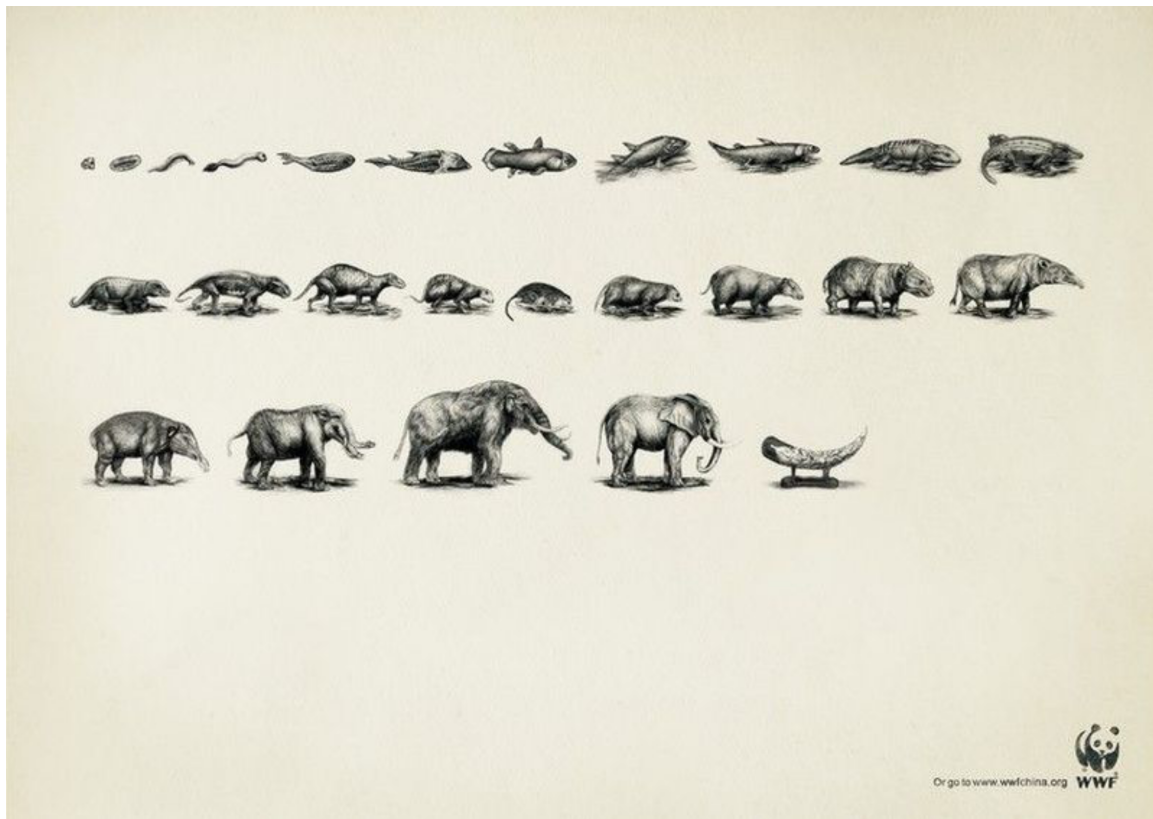
WildAid China poster:



Hands Off Our Elephants! By Wildlife Direct:



## WWF advocacy posters:

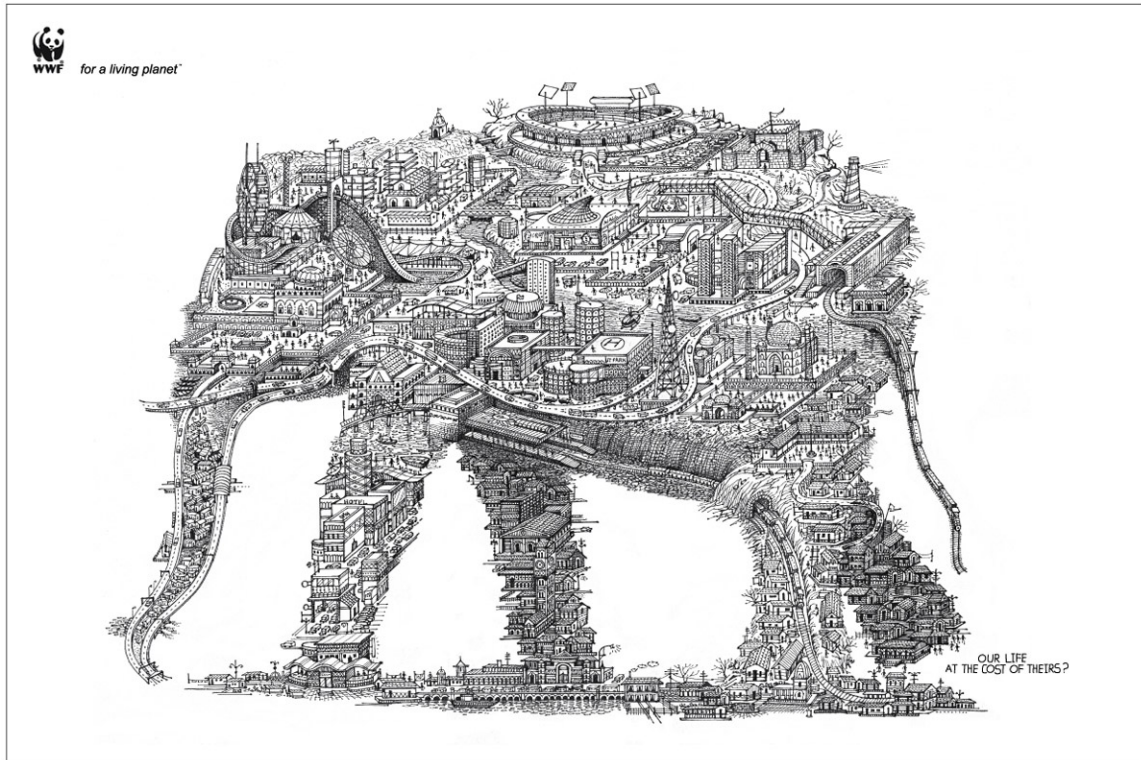


Disappearing Elephants 2015



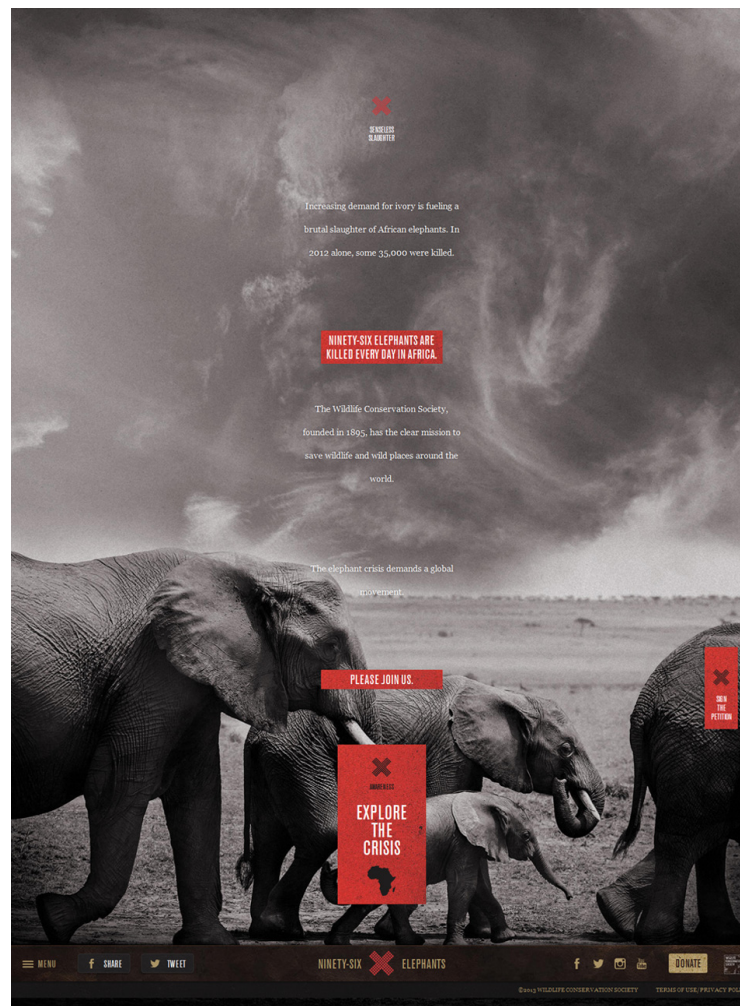
Activities

## WWF advocacy posters:





## 96 Elephants campaign for Wildlife Conservation Society:



Disappearing Elephants 2015



Activities