

Primary educator lesson plan

Visual arts: Design a pedestrian crossing poster

Lesson overview

Students will use the internet to explore how the famous Beatles – Abbey Road album cover has been adapted for different purposes. They will also learn about how designers include persuasive features to catch the attention of and influence their audience. They will consider a range of road safety information and design, identify local road safety issues, and draw or paint their own persuasive road safety posters aimed at an audience of their choice, e.g. drivers, parents/carers or other students. There could be an opportunity to get them to target their work to a specific age-group or audience. They could find out what a particular problem in their school or area is e.g. issues with parking at the school gate.

Aim

To use persuasion through art and design to promote important aspects of road safety to their local community.

Preparation

Print/photocopy enough copies of the poster template on page 2 for each child to have one or provide paper/card for children to design their own poster.

You will also need relevant art materials e.g. colouring pens, crayons, paint, fabrics and/or other materials to create posters.

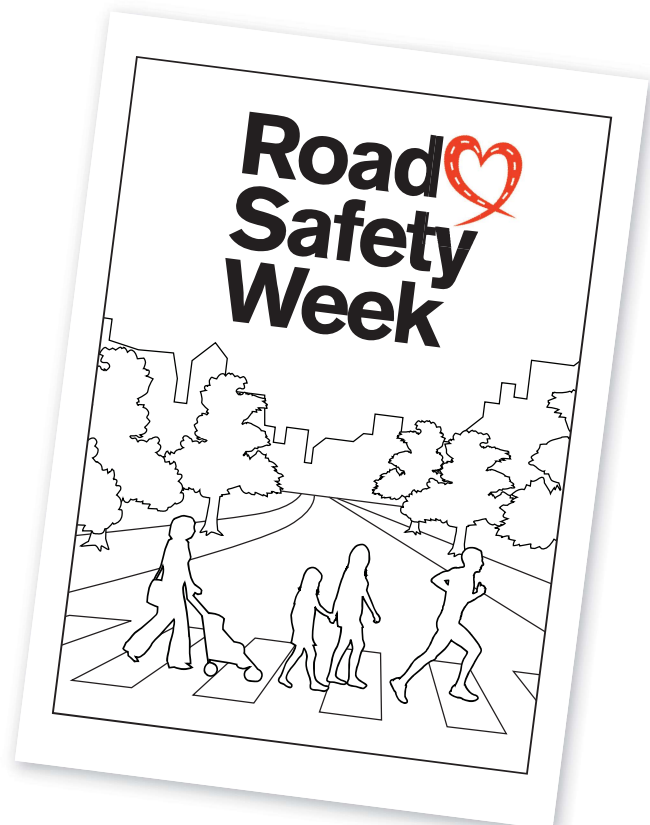
Lesson outline

Re-create a sketch of the pedestrian crossing inspired by the Beatles' famous Abbey Road album cover incorporating a relevant road safety message. Students can use the template provided on page 2 or design their own.

You could search online for images/posters/adverts that include pedestrian crossings and have a class discussion about what message it is trying to convey and to who. For things that are advertising something, or are road safety-related, discuss what the advertiser is trying to persuade its target audience to do, and how it does this.

Further ideas

- Write, paint, draw or design posters (A4/A3 size) with road safety messages. These could: highlight the importance of slow speed limits around schools; urge drivers to slow down around your school; highlight the 20km/h speed limit for driving past a stopped school bus, or students could pick a message of their choice.
- Draw or paint posters of people on pavements holding hands and vehicles on roads. Discuss how holding hands with an adult can help to keep children safe. Write road safety slogans for the posters.
- Make a road safety display in your reception area for parents using these posters.
- Paint an ambulance in its bright colours. Discuss why it is painted brightly – so people can see it coming, when it's travelling fast. Discuss, with appropriate sensitivity, how the ambulance could be carrying someone to hospital who has been hurt on the road. You can help make sure this isn't you by staying away from the road, and wearing something bright so drivers can see you.
- Timing is flexible depending on the media used. This can be a continuing task which children can return to.



SUPPORT MATERIALS

Visual arts: Design a pedestrian crossing poster

Road Safety Week

