

HOME PROJECT: CREATE A UNICEF-INSPIRED DIGITAL BANNER

TASK DESCRIPTION

Your task is to **create a digital banner** inspired by **UNICEF's campaigns**. The banner must include a **clear and persuasive slogan** that promotes **social justice, inclusion, and equality**. You will **present your banner in a 3-minute oral explanation** during class, where you must explain your **visual choices, message, and language**.

OBJECTIVES

- Learn how to **use persuasive and inclusive language**.
- Raise awareness about **global issues** (e.g., education, poverty, water access, children's rights).
- Develop **digital and creative communication skills**.
- Reflect on the impact of **visual messages** in activism.

STEPS TO FOLLOW

1. Choose your topic

Select one global issue that UNICEF supports. Examples:

- Access to education
- Child protection
- Clean water for all
- Climate action
- Ending child poverty

2. Research briefly

Look for **real UNICEF slogans** and campaigns for inspiration (you may visit [unicef.org](https://www.unicef.org)).

3. Create your persuasive slogan

- Use **inclusive language** (no stereotypes, accessible to all).
- Use a **modal verb** (e.g., *must, should, can*) to express **urgency or possibility**.
- Be short and powerful (max 10 words).
- Examples:
 - “Every child **must** be heard.”
 - “Together we **can** change the world.”
 - “You **should** care. They **matter**.”

ORAL PRESENTATION (3 minutes)

In class, you will explain:

- Why you choose the topic.
- What your slogan means and why you wrote it that way.

- How your visual elements (colours, images, layout) support your message.
- How your message respects **inclusive and persuasive communication**.

You may use your banner as a **visual aid** during your explanation.

USING PERSUASIVE AND INCLUSIVE LANGUAGE

1. What is Persuasive Language?

Persuasive language is used to convince someone to think, feel, or act in a certain way. When you write your slogan, you want to motivate others to care about your cause.

✓ Use strong modal verbs:

Modal Verb	Use	Example
must	obligation	Children must have access to education.
should	recommendation	We should protect the environment.
can	possibility	We can stop child poverty together.
will	certainty	Your voice will make a difference.

✓ Use action verbs and emotional words:

Action Verbs	Emotional Words
support, protect, change, fight, help	equal, safe, hopeful, urgent, fair

✓ Keep it short and clear (max 10 words):

- “Every child deserves a chance.”
- “We must act before it’s too late.”

2. What is Inclusive Language?

Inclusive language respects everyone, regardless of gender, race, nationality, ability, or background.

⊘ Avoid:

- Stereotypes: “Poor kids need help.” → (✓ Better: “All children deserve support.”)
- Exclusive words: “He fights for justice.” → (✓ Better: “They fight for justice.”)

✓ Use:

- Gender-neutral language: they/them instead of he/she
- Respectful words: people with disabilities, not “the disabled”

- Accessible language: avoid complicated or technical vocabulary

3. Tips for Designing Your Banner

- Make the slogan the focus.
- Use clear and contrasting colours.
- Include symbols or images that support your message (e.g., globe, heart, peace sign).
- Use legible fonts (avoid handwriting or cursive styles).

Checklist Before You Submit:

- Is your slogan short, clear and persuasive?
- Did you use at least one modal verb?
- Did you avoid stereotypes or exclusive language?
- Does your banner include relevant images or symbols?
- Are your colours and fonts easy to read?