



## Planning Sheet: Fuel Costs Literacy and Creative Arts Activity

Task: Using the information that you have been provided with for this topic, discuss what you think are the best energy saving tips for reducing fuel costs. Choose between 5 to 10 of your favourites and design an attention-grabbing poster to persuade teenagers to do things to help reduce fuel costs at home or in school.

1. Discuss your **target audience** – they are going to be the same age as you, so you need to think about what will grab the attention of your age group. Consider what persuades you to try new ways of doing things?

2. In your groups discuss the things that teenagers could do to help with saving energy – you must **appeal** to your target audience. Choose, at least, five of your best ideas. (You can do more if you want but remember that too much text can be off-putting). The Rewrite/Wates videos will help but you should carry out research too.

3. Design an **attention-grabbing logo and slogan** for the poster. This about relevant images and colours. You can draw your own or use fun online tools. Check out [www.looka.com](http://www.looka.com)



4. Make decisions about **layout and the fonts** you will use.

We have chosen .... because ....	fonts
We will have .... images and they are....	
(list them).	

5. Create your posters. Good luck!