

Scenario:

You are a successful webdesigner. WWF and Unicef are planning a web-campaign together and they have asked you for your support. The campaign is supposed to address different global issues. WWF and Unicef want you to create effective pop-up windows for web browsers. For now, they have asked you to create a paper-based version for a first impression.

In your groups... :

- Decide on an issue that you would like to help raise awareness on.
- Collect relevant information on your topic → ideally, you should have a fair amount ready in your folder.
- Select pieces of information that you would like to use for your poster.
- For the structure of your poster: Keep in mind what you know about the **AIDA principle** and **use it!**
- Get going! Plan your poster and get started with the crafting session!



Feel free to use this space to note down your selected information ;)