BLM **8** Student & Teacher Resource

**Grade 4/5, Guidelines for Creating a Calendar**

1. The central message you will convey is about water conservation.

2. Sketch the rough layout of your illustration/collage.

3. Arrange the text, image or images, and any other information you want to convey ensuring that you can read the message.

3. The calendar image will illustrate what not to do, and the slogan will offer suggestions to the viewer about how to conserve water.

What is a tagline or slogan?

**Slogan:** a short and striking or memorable phrase used in advertising.

* Keep your message short – no more than seven words
* Keep your message positive message
* Keep your tagline/slogan simple, clear and unique

Example: Give a hoot, don’t pollute.

Your calendar images should have:

* A clear tagline/slogan stating what we SHOULD do to conserve water or
* A collage which shows how we WASTE water (what we should not do).

The collage should:

* Include the use of recycled materials (photos, magazines, newspapers etc).
* Show the use of colour where muted or dulled colours are in the background, and brighter colours are up close.
* Show layering where objects far away in colour.
* Show a range in size where objects up close are larger and objects far away are smaller.
* Show exaggeration of water waste.