

Name:

Browse the billboards on display, choose your favourite 4 billboards and complete these criteria sheets for these 4 by ticking the appropriate boxes. Hand in to your teacher who will announce the winner based on class consensus.

Name of billboard designers:

	Highly developed	Developed	Developing
Attention grabbing			
Clear message			
Evocative			

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Attention grabbing = uses colour/images/clever themes to catch attention

Clear message = has minimum text but message is obvious

Evocative = stirs emotions in the viewer that make them want to respond

For more information on how you can help our environment, or to make some suggestions of your own, please go to www.coolaustralia.org