Fitzgerald/Edwards /5 Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Activity to Follow-up on School Viewing of The Lorax

Poster Persuading Viewer to Act to prevent Loss of Rain Forest

* Conveys **fact** that would make viewer want to act
* Conveys **possible action** the viewer could take to help prevent rain forest loss
* Information is **accurate**
* Information is conveyed **clear**ly
* Any visual element needed for understanding is easily understood as viewer walks by
* Any print needed to grab viewer’s attention initially is large enough to see as viewer walks by
	+ (though other print may be smaller, for viewer who stops to read it)
* **Persuasive**
	+ Grabs the eye
	+ Works upon the conscience

Fitzgerald/Edwards /5 Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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