

L.O. To draft a design for an effective tourist poster.	Friday What I think	22/01/21 What my teacher thinks
Remember to:		
Create a simple, attractive initial design.	☐	☐
Use simple language to engage potential visitors.	☐	☐
Create the poster around a theme.	☐	☐
Think about potential shapes, colours and symbols.	☐	☐

Your task for today is to draft a possible design for a tourist poster to be placed in Heathrow Airport on behalf of 'Welcome to Sheffield'. The poster should focus on a particular aspect of things to do in Sheffield, such as;

The Outdoor City

- landscape/hills/rivers
- the Peak District National Park
- walking
- cycling
- rock climbing

City of Culture

- theatres
- cinemas
- galleries/street art
- live music
- Tramlines Festival
- food and drink

Sports City

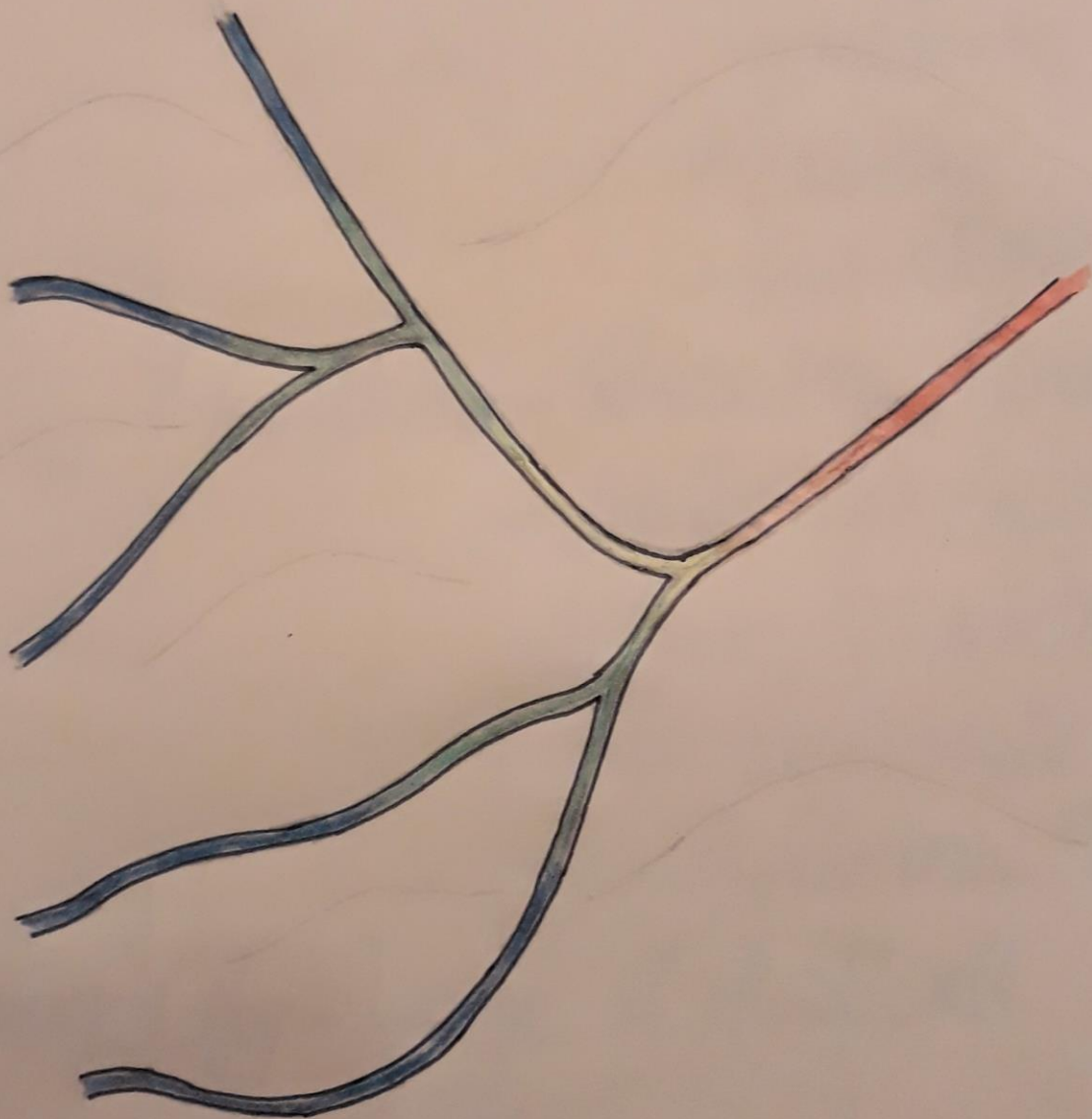
- home of football (FA rules)
- oldest football club in the world
- swimming
- ice skating
- ice hockey
- Jess Ennis Hill
- Seb Coe
- rugby league

The poster should be bright, colourful and simple – few words, clear images.

Today, we're just looking for a draft, first idea – not a finished poster.

Have a look at Mr. Gamage's draft poster for inspiration...

Visit
Sheffield
The Outdoor City



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