

Big Pedal 2021

# Amazing active travel

## Worksheet



## Instructions

Watch our video or look at the presentation slides to find out all about active travel.

Once you understand what it is, and why it is good for us, design a poster or write a magazine article to encourage people to use active travel more often.

## How to create an impactful poster



- Do a rough version or sketch first. This will help you to work out where your pictures and words will fit. You can then make changes to your design for the final version.
- Think about who your poster is trying to attract. Put your most important image or message at the top and in the centre of your poster so that people will see it first.
- Keep your poster short and simple, if you include too much information people won't read it.
- Make sure any writing is clear and easy to read. Consider using stencils to make clear bold letters. Check if you can still read your poster when you stand 2 meters away from it.
- Choose bold colours on a light background, but don't use too many different colours.
- Choose helpful pictures to help make your poster interesting.

## Persuasive writing checklist



- Have you decided on a clear audience such as Head Teacher, students, families, community or other?
- Does your title have a strong message? You need to hook the reader in! Maybe choose your title once you have written your piece – something great may come up as you write.
- Have you included reasons for readers to support your viewpoint?
- Have you researched and shared facts and evidence to support your reasons?
- Is your piece kind and considerate? Everyone has different views on what is right and wrong. Be respectful when choosing your words. You can still do this and have a strong opinion of your own.
- Have you looked at the other side of the argument? It is good to be aware of how others might think or feel.
- You may want to use some rhetorical questions towards the end of your writing.
- Have you used a strong closing statement to summarise your argument?

Big Pedal 2021

# Amazing active travel

Worksheet

