

### **Brief:**

Design a promotional poster advertising what young workers need to know or be warned about before they start work.

- Use at least one main image
- Create a slogan or title
- Use colour or mixed – media
- Use a 3-d gimmick like info cards or pop –out features on the poster

Post these around your classroom as a reminder of the importance of OSH when you're at your part-time job or on work experience.

### **Remember the four key elements:**

1. Get your target audience's ATTENTION
2. Keep their INTEREST
3. Tap into their VALUES (what they think is important)
4. Encourage them to ACT on the advice