

Poster for Social Awareness

Directions: Design a poster and one tweet that will bring attention to one of the 17 U.N. Global Goals for Sustainable Development. Your group will select the Sustainable Development Goal (SDG) which it thinks is the most important for one of the Japanese businesses to focus on and design a poster with this Sustainable Development Goal (SDG) as its topic.

Process: A picture is worth a thousand words - Begin by searching on Google, “posters for social change” to get ideas.

Next in your group, spend some time researching and thinking about the SDG goal that your group thinks is the most important for the assigned Japanese business to focus on in order to achieve the most possible progress toward sustainable development. Use your note sheet. Discuss answers to the following questions, have a scribe take notes and be prepared to share the group’s answers in a class discussion. Why should people be concerned about this goal? How can you motivate and inspire leaders in the company to care about this goal? Think about the country of Japan and businesses in the Japanese community that are associated with that cause. Who would benefit from caring about this cause or want to use your poster? What places in the world are affected by this goal and why? Identify which processes are causing the issue? Which groups have power over achieving the goal? What are the possibilities for change targeted by the goal by 2030?

Brainstorm with your group images and words (short phrases) that express the U.N. Sustainable Development Goal that you are promoting. Come up with a call to action: What should the viewer of your poster do? Why would this poster be important and beneficial for the company to adopt?

With one of the 17 U.N. Sustainable Development Goals as a topic, now design your poster and create a tweet to **@TheGlobalGoals** (140 characters, and use image and hashtags) as an advertisement campaign for the Japanese business organization to use in their social media campaign/platform. In addition to communicating your cause, select a strategy for your advertisement campaign (humor, fear, shock, facts).

You may use media of your choice to design your poster: illustration, digital collage in photoshop, or photography.