



## Questions for Classroom Discussion

### **Motivational Poster**

- **What is the central purpose of Motivational Poster?**

- ⇒ Consider the term “motivational”, which means tapping into the desire to achieve something
- ⇒ Consider that there are always “tough times”, both on a national scale and a personal scale... during these times, people need to be reminded that there is also a lot of “good” in the world
- ⇒ Consider that sometimes people need to be reminded that they have strength and courage, which can help get them through a number of hard situations
- ⇒ Consider that in many cases there’s nothing more important than staying calm, which is the central message behind the world’s most popular motivational poster: “Stay Calm & Carry On”

- **What are important factors to consider when creating a Motivational Poster?**

- ⇒ Consider that before the design of the poster can begin, specific questions must be answered about what its message will be, who the target audience is, and where it will be displayed
- ⇒ Consider that a Motivational Poster often centers around an image and a slogan, which work together to deliver a message
- ⇒ Consider the various graphic design elements of the poster (font, text size, color, contrast, and so on) and how the message of the poster might influence these design choices

- **What specific issues do people face where a Motivational Poster might be helpful?**

- ⇒ Consider that there is so much on a daily basis that we don’t have control over (politics, the economy, natural disasters, etc.), and how it’s always good to have a reminder to “stay calm” or “it’s all going to be okay”
- ⇒ Consider that everyone has personal problems, whether it has to do with school/work, relationships, pressure, and so on... a Motivational Poster can speak to many individuals, even if it refers to something different for each person