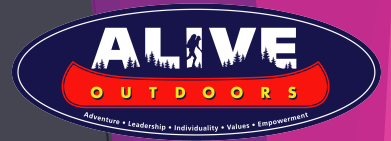


A Moment of Intention #3



What's your message? Create your own Billboard.

30 Min
Activity
For
Any Age

Whether you are on city streets or driving by rural fields, you can find billboards. Billboards most commonly advertise real estate, a product or an approaching restaurant on the highway, they can also offer a platform for education, positive messages or creative ideas.

If you had access to a billboard, what would you put on it? What would your message be? What would you want the person seeing the billboard to learn, remember or feel?

You can start this activity in any number of ways. You may want to google “billboards” and explore the various styles, or strike up a conversation with your family about a billboard that they remember. Follow this by asking yourself, your kids or whoever you are with - if you had a billboard, what would you put on it?

The 2nd step is to then transfer your idea to paper. There is no right or wrong expression on your billboard. Be funny, serious, mysterious, etc. This is an opportunity to create something that is in your heart, what you want to express to others or what is important to you. You can use this online template on the next page or simply draw the outline of a billboard on paper.



Will you use words or visual art? Will it be black and white, will you use paint, an online platform? What other craft supplies or natural materials do you have to help with your creation? Remember, some of the most interesting billboards are not limited by a rectangular border.

After the billboard is complete, have a sharing session. What does your billboard mean? Why did you choose the image(s) or words you did? Why do you think your billboard is important? etc.

We are in a time where we are slowing down and limiting our movement in and around where we live and as such, billboards have less people looking at them. We can however, spread our personal billboards online. When your billboard is complete, consider posting it online to spread creativity, positivity, humour or educational ideas in people's social media feeds. If you don't want to post online, put your billboard somewhere you will see it – on the fridge, in a book you are reading, etc.

ALIVE would love to see your finished product(s). If you would like your billboard to be featured on our online story, please send a picture of your completed piece to sam@aliveoutdoors.com – Subject Line - Billboard

For adults or older students you may want to include the following critical questions:

Do you think billboards are effective? Why or why not?

Do you think that Street Art is effective? Why or why not?

Should there be rules as to what is allowed to go up on billboards? If you could make the rules, what would they be?

