

Directions: Choose an Animal or Environmental topic that you are passionate about and make two different visual depictions meant to try to get people to move to action. Both depictions will be on normal 8.5" x 11" paper - you can hand create them or on the computer, but you will be using two different messages. The first poster will be of a hopeful empathetic approach with a message that inspires action because of empathy. The second depiction will be of a more grieving empathy based on the urgency of the manner.

Depiction 1 - Hopeful Empathy

Create a poster with an overall positive spin on the situation, meant to inspire action through a hopeful outlook on the situation, still while using imagery and a message meant to invoke empathy.

Depiction 2 - Urgency Empathy

Create a poster with a more critical look on the situation that uses the urgency and emotions of the situation to try to inspire action. Using empathy through sadness, and almost despair you are encouraging your audience to act before it is too late.

Empathy at all?



Hopeful Empathy



Urgency Empathy

