

The Stoke Mandeville Games - 1948



Student Activities Sheet

Activity 1

Design a poster to promote the 1948 Stoke Mandeville Games to the World. It should include:-

- 1) Images of wheelchair athletes competing
- 2) Information about the events
- 3) What spectators will experience

To help you, here's some guidance information;
 Good posters use a combination of three aspects:

- powerful images
- memorable phrases
- good use of 'white' space

It may be useful to look at some posters *before* you begin.

There's some examples of previous Olympic posters available on the *abilityvsability* website for you to look at.



Working with a partner, have a look at *three* posters advertising anything - products, events, or locations - and see how they use these aspects. Use this information to help you:

<p>A powerful image will have some or all of these elements:</p>	<ul style="list-style-type: none"> • action shots • dramatically cropped images • strong colours • unusual angles
<p>A memorable phrase will have all or some of these elements:</p>	<ul style="list-style-type: none"> • short words (<i>cut, grow, eat</i>) • alliteration (<i>brilliant BBQ, fast food</i>) • rhyme (<i>luscious sun-blush</i>) • new words (<i>flantastic!, berrylicious!</i>) • questions (<i>What's your favourite?</i>)
<p>Good use of white space is:</p>	<ul style="list-style-type: none"> • images or phrases standing out on a simple background • parts of the advertisement with no image or phrase

To help organise your thoughts, here's a grid to help you. Write down your comments in each box:

Poster subject	Use of images	Use of phrases	Use of white space



Activity 2

Now you can create your Paralympic poster! Remember your planning and sketch out your poster layout before you begin.

Activity 3

Once your poster is complete talk to your working partner and describe and explain why you have created your poster the way you have. Are there any improvements that you can suggest to each other?

Now share your poster with a wider classroom audience explaining the decisions you have made.

