

Vegan Education in Schools

Vegan Clubs

Years 7 to 12

Animal advocacy art projects

Overview

Animal advocacy art projects provide students with a creative outlet to express their passion for animal rights while raising awareness within their school and community. By creating posters, murals or art installations, students can highlight issues such as wildlife conservation, animal farming or the importance of adopting rescued animals. These projects combine art with activism, empowering students to use their talents to inspire empathy and change.

How to create animal advocacy art projects

1. Choose a theme that aligns with your advocacy goals.

- Work with students to select a focus for their art projects that reflects animal rights issues:
 - a) **Wildlife conservation:** Protecting native species or preserving habitats.
 - b) **Animal rights:** Advocating against animal farming or animal testing.
 - c) **Adoption and rescue:** Encouraging adoption of rescued animals over buying from breeders.
 - d) **Sustainable living:** Promoting veganism or ethical consumer choices.
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2. Decide on the type of art project to undertake.

- Provide a variety of options to cater to different artistic skills and interests:
 - a) **Posters:** Use bold graphics and compelling slogans to raise awareness about specific issues.
 - b) **Murals:** Create large-scale artwork that tells a story or represents a powerful message about animals.
 - c) **Art installations:** Design 3D pieces using recycled materials, such as sculptures of endangered animals.
 - d) **Digital art:** Encourage students to design digital posters or infographics for social media campaigns.

3. Provide materials and tools for the project.

- Gather supplies needed for traditional or digital art:
 - a) Traditional: Paint, brushes, markers, paper, canvases or recycled materials for sculptures.
 - b) Digital: Access to design software like Canva or Adobe Spark for creating posters and graphics.
 - Encourage the use of sustainable or recycled materials to align with the advocacy message.
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4. Incorporate educational elements into the creative process.

- Share facts and statistics about the chosen theme to inspire students' artwork:
 - a) "Did you know over 100,000 marine animals die each year from plastic entanglement?"
 - b) "Every year, over 70 billion land animals are killed for food globally."
 - Discuss the impact of art on advocacy and how visual messages can inspire action.
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5. Encourage collaboration to make the projects impactful.

- Organise group projects where students work together to create large-scale pieces like murals or installations.
 - Assign roles such as researchers, designers and creators to ensure everyone contributes.
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6. Display the completed artwork in visible locations.

- Showcase the art in high-traffic areas of the school, such as hallways, common areas or outdoor spaces.
 - Host a "gallery walk" where students can explain the meaning behind their pieces to peers, teachers and visitors.
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7. Create opportunities for the community to engage with the art.

- Examples of engagement activities:

- a) Include QR codes on posters that link to resources about the advocacy issue.
 - b) Invite parents and local community members to view the artwork during an open house or event.
 - c) Use social media to share photos of the projects and expand their reach beyond the school.
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8. Combine the project with other advocacy activities.

- Pair the art display with related events or campaigns:
 - a) A fundraiser for an animal shelter or sanctuary.
 - b) A vegan cooking demonstration to complement a mural about sustainable eating.
 - c) A screening of an animal rights documentary.
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9. Reflect on the impact of the project with the students.

- After the project is complete, discuss the experience and its outcomes:
 - a) "What message did you hope to convey through your artwork?"
 - b) "How do you think art can influence people's perceptions and actions?"
 - c) "What did you learn about the issue while creating your project?"
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10. Encourage ongoing creativity and advocacy.

- Use the success of the project to inspire future initiatives:
 - a) Plan an annual art competition focused on animal rights themes.
 - b) Encourage students to submit their work to local or national art contests.
 - c) Start a student-led club combining art and activism to regularly create and share advocacy projects.
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Outcomes

- **Empathy and connection:** Creating art about animal issues deepens students' understanding and emotional connection to the topics.

- **Awareness and education:** The artwork educates viewers about animal rights and inspires them to take action.
- **Creativity and expression:** Students develop their artistic talents while learning to use creativity as a tool for advocacy.
- **Community engagement:** Displaying the art fosters a broader conversation about animal rights within the school and community.
- **Inspiration to act:** The project empowers students to see how their voices and talents can contribute to meaningful change.

