

## Vegan Education in Schools

### Vegan Clubs

### Years 7 to 12

## Photo and poster competitions

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### Overview

Photo and poster competitions provide students with a creative way to express their passion for animal rights while raising awareness about key issues. By designing eye-catching posters or capturing impactful photographs, students can advocate for animals and inspire their peers to take action. This activity combines art and advocacy, helping students develop their creative skills while fostering empathy and a deeper understanding of animal protection.

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### How to organise photo and poster competitions

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#### 1. Define the theme and purpose of the competition.

- Choose a theme that reflects important animal protection issues, such as:
    - a) **"Animals Deserve Rights"**: Highlighting the need to respect the rights of animals.
    - b) **"Protect Our Wildlife"**: Advocating for the preservation of native species and habitats.
    - c) **"Adopt, Don't Shop"**: Promoting the adoption of rescue animals over purchasing from breeders.
    - d) **"Go Vegan for the Planet"**: Showcasing the benefits of vegan living for animals and the environment.
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#### 2. Set clear guidelines for submissions.

- Provide specific instructions to ensure consistency and inclusivity:
  - a) **Poster submissions**: Must include a strong message, visually engaging design and alignment with the theme.
  - b) **Photo submissions**: Should focus on animals, nature, or advocacy efforts, with a brief caption explaining the image.

- c) File format requirements: Physical posters should be A3 or A4 size; digital files should be submitted in high resolution.
  - d) Submission deadline, process and any participation limits (e.g., one entry per student).
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### **3. Offer resources to inspire and guide students.**

- Share examples of impactful posters or photos to spark creativity:
    - a) Posters with powerful slogans and bold visuals, such as *"Their Lives Matter Too."*
    - b) Photos of rescued animals, wildlife in their natural habitats, or scenes of advocacy in action.
  - Provide design tips and photography advice:
    - a) For posters: "Use bright colours and clear text to make your message stand out."
    - b) For photos: "Capture animals in natural light and include elements that tell a story."
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### **4. Form a judging panel to evaluate entries.**

- Assemble a panel of judges, such as art teachers, student leaders, or representatives from local animal organisations.
  - Develop a rubric for scoring submissions based on:
    - a) Creativity and originality.
    - b) Relevance to the theme.
    - c) Visual impact and overall presentation.
    - d) Effectiveness in conveying an advocacy message.
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### **5. Promote the competition to encourage participation.**

- Use posters, school announcements and social media to spread the word:
  - a) Create an engaging tagline, such as *"Capture Empathy, Create Change!"*
  - b) Highlight the opportunity for students to make a difference through their art.
- Share key details about the competition, including prizes, deadlines and where to submit entries.

## 6. Display entries to engage the school and community.

- Organise an exhibition to showcase all submissions:
    - a) Display posters in hallways, the library, or community spaces.
    - b) Set up a digital slideshow of photo entries during assemblies or events.
  - Include captions or descriptions for each piece to explain the artist's message and inspiration.
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## 7. Recognise outstanding submissions with awards or prizes.

- Announce winners in each category (e.g., Best Poster, Best Photo, Most Creative, Audience Favourite).
  - Provide meaningful prizes, such as:
    - a) Certificates of achievement.
    - b) Art supplies or eco-friendly products.
    - c) Donations made in the winner's name to an animal shelter or advocacy organisation.
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## 8. Incorporate a call-to-action to extend the impact of the competition.

- Use the entries as a platform for advocacy:
    - a) Include QR codes on displayed posters that link to petitions, educational resources, or donation pages.
    - b) Share winning submissions on social media with actionable messages like *"Support your local shelter today!"*
  - Encourage viewers to reflect on the themes and consider ways to support animal protection.
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## 9. Reflect on the experience with participants.

- Host a group discussion or survey to gather feedback:
  - a) "What inspired your submission and what message were you hoping to share?"
  - b) "What did you learn about animals or advocacy during this process?"
  - c) "How can we use art to continue promoting empathy for animals?"

## 10. Plan for future creative advocacy initiatives.

- Use the competition's success to inspire other projects:
    - a) Organise an annual art exhibition focused on animal rights.
    - b) Start a student-led group for creating art that raises awareness about social or environmental issues.
    - c) Incorporate advocacy posters into school campaigns or events, such as fundraisers or awareness weeks.
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## Outcomes

- **Creative expression:** Students use their artistic talents to convey powerful messages about animal rights.
- **Empathy and awareness:** Designing posters or taking photos encourages students to reflect on the lives and needs of animals.
- **Advocacy skills:** Participants learn how to communicate effectively through visual media.
- **Community engagement:** Exhibitions and displays raise awareness about animal protection within the school and broader community.
- **Inspiration to act:** The competition motivates students to continue using their creativity for advocacy and empathetic action.