

## Creative Challenge



### Design task

Design an advertising campaign showcasing environmentally sustainable practices from the Australian dairy industry.

1 Brainstorm sustainability practices that could be showcased.

2 Consider the message of the campaign. What are the core ideas you are trying to communicate?

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## Creative Challenge



3 Consider the audience for your campaign. How will you capture their attention?

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5 What resources and/or information will you require in order to create your chosen product?

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4 Consider the form your campaign may take. Examples may include:



Short videos



Posters



Brochures



Social media posts

## Worksheet 3a

# Creative Challenge



Activity

6 [A storyboard canva.com/learn/how-to-build-a-storyboard/](https://www.canva.com/learn/how-to-build-a-storyboard/) is a graphic representation of a project used to plan and communicate ideas. It consists of a series of panels, with images and accompanying titles/captions. Use the space below to create a storyboard of your advertising campaign.

A large, empty rectangular box with a black border, intended for students to create a storyboard for an advertising campaign.

**Discover** Aussie Dairy