



Harmony Day Poster Competition: Teacher's Lesson Guide

Years 9 & 10

2026 Theme: *Harmony – Stronger Together*



Dear Teacher,

Thank you for guiding your students through this exploration of social advocacy and visual communication. The theme "**Harmony – Stronger Together**" provides an ideal framework for your Middle Secondary students to critically analyse a social issue and craft a compelling visual argument for collective action.

At this developmental stage, students are equipped to deconstruct sophisticated media and formulate their own persuasive viewpoints. This competition challenges them to act as social advocates, using the principles of graphic design to create a poster that does more than decorate—it informs, challenges, and inspires a specific audience to think or act differently.

This guide provides a complete, **60-minute Advocacy & Design Forum** for Years 9-10. Aligned with the Australian Curriculum, it is structured to help students define a social issue, identify a target audience, and develop a sophisticated visual campaign concept.

We look forward to the powerful and thought-provoking work your students will produce.

1. Connecting to the Australian Curriculum

This theme-based lesson supports key learning outcomes for Years 9 & 10, focusing on Visual Arts, HASS, and the application of ethical and critical thinking.

Learning Area	Curriculum Code	Content Descriptor (in plain English)
The Arts (Visual Arts)	AC9AVA10D01	Students will plan, create and present artworks that communicate their viewpoints on the world and challenge conventions.
HASS (Civics & Citizenship)	AC9HS10K04	Students will analyse the role of individuals and groups in shaping and challenging policy, perceptions and social norms .
General Capabilities	<i>Critical & Creative Thinking</i>	Students will deconstruct and synthesise complex information to develop and justify a strategic visual communication campaign with a clear persuasive goal.
General Capabilities	<i>Ethical Understanding</i>	Students will explore the ethical dimensions of social issues such as inclusion, exclusion, and community responsibility, and consider the impact of their message on an audience .

2. The 60-Minute "Stronger Together" Advocacy & Design Forum

Lesson Objective: Students will devise and justify a poster concept for a social advocacy campaign, applying principles of visual rhetoric (Pathos, Ethos, Logos) to effectively persuade a defined target audience.

Materials Needed:

- Whiteboard or smartboard and markers
- Four stakeholder role cards for the "Spark" activity (see below)
- The provided "**Creative Brief**" Worksheet for each student
- Pencils and art materials for sketching

Step 1: The Spark – The Stakeholder Roundtable (15 mins)

- Divide the class into small groups of four. Present this scenario: "**A local council proposes to build a new, multipurpose youth and community centre in a public park. Your group must decide if the project should go ahead as planned.**"
 - Give each person in the group a secret role with a specific perspective:
 - **A Teenager:** You desperately want this centre for you and your friends.
 - **An Elderly Resident:** You live opposite the park and worry about noise and losing green space.
 - **A Local Business Owner:** You worry about the project causing parking issues, but a vibrant community is good for business.
 - **A Council Planner:** You have a limited budget and must ensure the project benefits the *entire* community, not just one group.
 - Instruct groups to debate the proposal from their stakeholder's perspective for 7-8 minutes.
 - Lead a discussion: "What was the core conflict here? How is it possible for everyone to want a 'good community' but disagree on what that means? What is needed to find a solution where everyone feels heard?"
 - Introduce the theme: "A strong community isn't one where everyone agrees; it's one that can navigate different needs to find common ground. True strength comes from building bridges between these diverse perspectives. To be **stronger together**, we must understand each other."
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Step 2: The Art of Visual Rhetoric (15 mins)

Explain that effective posters are arguments, not just pictures. Introduce the three modes of persuasion (visual rhetoric):

1. **Pathos (Appeal to Emotion):** Makes the audience *feel* something (empathy, anger, hope). Achieved through evocative imagery, colour symbolism, and personal stories.
2. **Ethos (Appeal to Credibility/Values):** Convinces the audience that the message is morally right or trustworthy. Achieved by using symbols of authority, community values, or a respectful tone.
3. **Logos (Appeal to Logic):** Makes the audience *think*. Achieved through statistics, evidence, or a clear, logical visual metaphor that explains a complex idea.

Discuss: "If you wanted to campaign *for* the youth centre, what kind of poster would you make for the Elderly Resident (Pathos)? What about for the Council Planner (Logos)?"

Step 3: Let's Create! (20 mins)

- Hand out the "**Creative Brief**" Worksheet.
 - Explain that this is the industry-standard document used by designers and advertisers to define the strategy behind a campaign before any creative work begins.
 - **Important Teacher Note:** This brief is the cornerstone of their project. A powerful final poster can only come from a clear and strategic brief. The final A4 or A3 artwork is the execution of this plan.
 - Circulate, prompting students to clearly define their issue, audience persona, and the specific rhetorical appeal they intend to use.
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Step 4: The Poster Pitch (5 mins)

- Ask volunteers to present a 2-minute "pitch" of their creative brief to the class (the "client").
 - They must present a clear, logical argument for why their proposed creative strategy (message, metaphor, and rhetorical appeal) is the most effective way to persuade their specific target audience.
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3. Teacher's Tip Sheet: 5 Strategies for Powerful Visual Advocacy

Help your students think like communication strategists with these principles:

- **Define Your Argument:** Don't start designing until you can state your core message and your desired audience response in a single, clear sentence.
- **Subvert Expectations:** The most memorable campaigns often use unexpected imagery or clever visual twists to make an audience stop and think. Avoid the first idea or the most obvious cliché.
- **Less is More (Negative Space):** A cluttered poster is a weak poster. Use empty space deliberately to create a strong focal point and give your message clarity and impact.
- **Text as Image:** Typography is a powerful design tool. Don't just place text on your poster; integrate it into the composition. Let the style and form of the letters enhance your message.
- **Choose Your Weapon (Rhetoric):** Be intentional about your mode of persuasion. Are you trying to win hearts (Pathos), win minds (Logos), or appeal to shared values (Ethos)? Your creative choices should all serve your primary rhetorical goal.

4. From Classroom Creation to Competition Submission

The most important outcome of this lesson is the rich conversation and the pride students feel in creating their artwork. Here is our recommended process for celebrating their work and participating in the national competition.

Step 1: Create a School "Stronger Together" Gallery

We strongly encourage you to celebrate the work of **every student**. Creating a "**Stronger Together Wall**" in your classroom, library, or school hall is a fantastic way to:

- Give every child the recognition they deserve.
- Showcase your school's commitment to the values of Harmony Day.
- Visually reinforce the powerful message that your school community is stronger together.

Step 2: Select Your School's Finalists

The Moving Forward Together competition receives thousands of entries from across the country. To ensure every poster gets the attention it deserves, we ask schools to participate in the first round of judging.

Please select the posters that you feel best represent your school's creativity and understanding of the theme. As a guideline, we recommend submitting your top 3 entries per Year (e.g., 3 from Year 1, 3 from Year 2, etc.).

This makes being selected for submission a special achievement for the students.

Step 3: Submit Your Finalists Online

Once you have selected your school's finalists, please proceed to the submission guide below.

5. Competition Submission Guide

2026 Competition Theme: Harmony – Stronger Together

Key Rules:

- Artwork must be the student's own original work and connect to the theme.
- Posters should be A4 or A3 in size.
- Any art materials can be used (crayons, paint, markers, collage).

How to Submit:

1. Take a clear, bright photograph or scan of the completed poster.
2. Visit our website at www.movingforwardtogether.org.au/harmony-day-competitions
3. Fill out the online entry form with the student's details and upload the image file.

Submission Deadline: 15 April 2026

Thank you for helping us show that we are all stronger together.

6. Engaging Parents & Carers: Bring Harmony Home!

Connecting with families is a powerful way to extend the Harmony Day message beyond the classroom. To help you do this, we have created a simple, one-page handout for you to send home with your students.

This guide, titled "**Bring Harmony Home**," briefly explains the "**Stronger Together**" theme and gives parents and carers simple ideas on how to support their child's creative process. It also clarifies that the school will be managing the final competition submissions.

This resource is designed to be a simple, print-and-go A4 handout.
(Annexed to this document)



Harmony Day Poster Competition: Parent Guide: "Bring Harmony Home!"

2026 Theme: *Harmony – Stronger Together*
Years 7 & 8



Hello Parents and Carers!

Today in class, your child participated in a social advocacy forum exploring this year's Harmony Day theme:

"Harmony – Stronger Together."

They engaged in a sophisticated role-playing activity about the challenges of balancing diverse needs within a community, learning that true social cohesion requires empathy, negotiation, and a commitment to finding common ground.

Using an industry-standard "Creative Brief," they have planned a strategy for a persuasive poster campaign. Now, they have the opportunity to create a final piece for the **Moving Forward Together Harmony Day Competition!**

How You Can Support Your Child's Creativity

The goal is to foster a mature conversation about social issues and the power of media to shape opinions.

- **Inquire About Their Campaign:** Ask them to pitch their creative brief to you: "What specific issue are you addressing? Who is your target audience, and what is the single most important message you want them to take away?"
- **Discuss Current Events:** Engage with them about a social or community issue in the news. Ask for their perspective: "If you were designing a campaign about this, what would be your strategy? What kind of message do you think would be most effective?"
- **Provide the Canvas:** Your child will need a blank A4 or A3 piece of paper and their preferred art supplies to execute their vision.
- **Respect Their Voice:** Encourage them to be bold in their creative choices. The most compelling advocacy art comes from a place of genuine conviction and a clear, well-reasoned point of view.

About the Competition

The Moving Forward Together competition is a wonderful way to celebrate the creativity of students across Australia.

Your child's teacher will have all the information about the school's process for selecting and submitting posters to the official competition.

Thank you for helping us build a stronger community, together.

Visit Website for Details: www.movingforwardtogether.org.au/harmony-day-competitions

The Moving Forward Together Team



Creative Brief

2026 Theme: *Stronger Together*



A powerful campaign starts with a powerful strategy. This brief is your plan.

1. The Objective

- **The specific social issue I am addressing is:** *(e.g., social isolation of the elderly, integrating new migrants, online bullying)*

- **My Target Audience Persona is:** *(Describe them: age, attitudes, what they care about)*

- **My Call to Action:** After seeing my poster, I want my audience to:

2. The Core Message

- **The Key Insight:** What is the one crucial truth about my audience or issue that this poster will be built on?

- **My message, in a single sentence, is:**

- **The overall Tone/Mood of my poster will be:** *(e.g., Urgent, Hopeful, Reflective, Inspiring)*

3. The Core Message

- **My primary Rhetorical Appeal will be:** (Circle one)
Pathos (Emotion) / Ethos (Values) / Logos (Logic)

- **My central Visual Metaphor / Concept will be:**

- **The Tone of Voice will be:** *(e.g., Confronting, Uplifting, Witty, Sobering)*

4. The Design Execution

- **Colour Palette:** Describe your main colours and justify your choice by explaining the mood they will create: (e.g., "I will use high-contrast colours like red and white to create a feeling of **urgency** because it will make my audience feel...")

- **Typography Style:** Describe the style of your text (the font) and explain how it supports your message and tone: (e.g., "I will use a clean, elegant serif font to create a sense of **authority** because it makes the message feel...")

5. Concept Sketch

Sketch your concept on a blank A4 sheet of paper or in the space below:

Campaign Director Name: _____