

Poster: Use the Orange Line!

An activity of "Pakistanis excited about their new MRT"

Read "Pakistanis excited about their new MRT" (page 10, *What's Up* January 2021). The Orange Line was recently launched and has been described as a world-class train service. Yet, many Pakistanis are not keen to use the train service. For many, it is because they are used to using motorcycles, buses, and cars.

1. Design a poster to show that the Orange Line is a modern and efficient mode of transportation for a crowded city like Lahore. You need to convince your audience that the train service is good for the city so that more will choose to ride it.

Draft your poster in the space provided ↓.

Before you start on your poster, consider the following:

- Who is your audience? Who are you designing this poster for?
- What does the train look like?
- Where can the train take you? Does it go around the entire city?
- What are some of the features of a train? How are these different from other vehicles?
- Is it costly to travel on the train?
- What are some benefits of using the train instead of other motor vehicles?

2. Transfer your draft to a sheet of A3 art paper. Have everyone in class display their posters.

3. Think about this: How convincing are your posters? If you were living in Lahore, would the posters make you feel that you should use the Orange Line?