

## Promote a Traditional Food

*An activity of "Playing with Peranakan food"*

Read the article "Playing with Peranakan food" (page 19, *What's Up* January 2022). Do this activity in a small group.

### STEP 1

On your own, pick one of the redesigned traditional food items mentioned in the *What's Up* article. In your group, take turns to share what each of you liked about your pick.

### STEP 2

a) Next, get ready to design a poster by looking through some beautiful ones. This link will take you to a selection of food advertisement posters. (Note: not all the foods shown are healthy.)

#### **25 Best Food Ad Designs That Will Make You Hungry For More**

➤ <https://penji.co/top-food-ad-designs/>

Celeste Zosimo Cel (2021)

b) As a group, select your favorite advertisement poster in the sampler you viewed. Share with the class why you chose it. In your sharing, include the following:

- Why did your group choose this advertisement poster?
- What is the takeaway or main message of this food advertisement?
- Does it come with a catch phrase? If so, what did you like about it?
- What did you like about the design of this advertisement? That is, the colour scheme, composition, subject matter, fonts, and so on.
- What in the poster made the food stand out and look delicious?
- What relevant information was given in the advertisement?
- Would your group buy the food that was advertised? Why or why not?

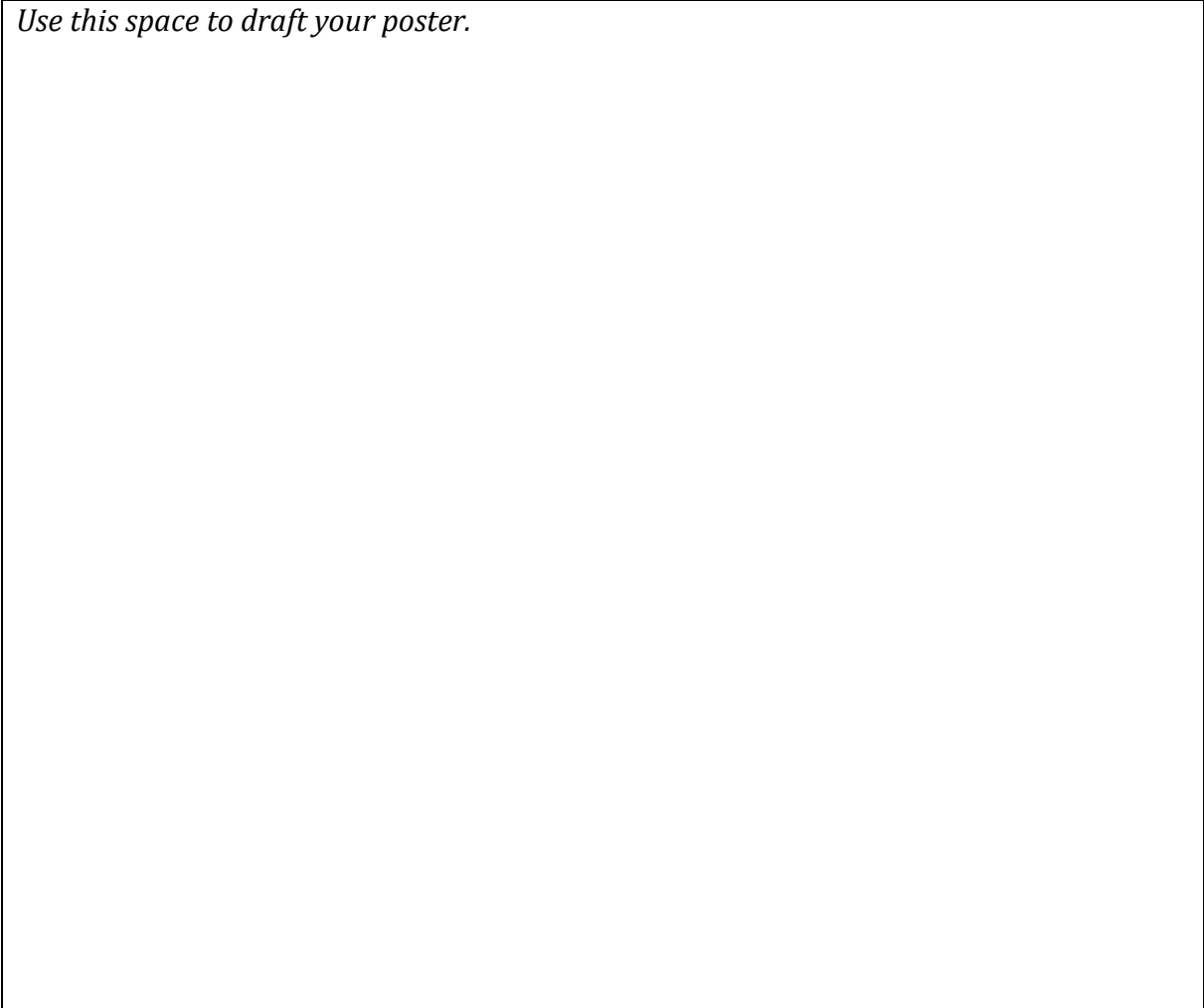
### STEP 3

- a) As a group, select one of the redesigned food items mentioned in the *What's Up* article.
- b) Design a food advertisement poster for this food item. You may adapt ideas from the advertisement posters you viewed in Step 2.

#### **Discuss the design using these prompts:**

- What message do you want to convey? What information will you include?
- An advertising poster usually has three main components:
  - (i) the headline (your main, attention-grabbing message)
  - (ii) the body (your main image and words)
  - (iii) the signature (your company, its logo, contact information etc.)
- Decide on your main audience. This will affect how you word your advertisement, and the artwork. Decide where you will place your posters as you should choose colours that stand out against your surroundings. For example, a green poster in a park might not stand out.

*Use this space to draft your poster.*



### STEP 4

Enjoy a gallery walk with all the groups displaying their posters to share them with your class.