

Placards and signs

In 1985, 30,000 young people from schools in Liverpool went on strike to protest against the government's Youth Training Scheme. This involved on-the-job courses for school leavers. The government thought it was a good way to get unemployed young people into work, but the young people felt it forced them to do work they didn't want to do for very little money. When the government changed some aspects of the scheme, the strikers felt that their voices had been heard and that the protest had had some effect.

The Youth Training Scheme was an important issue for young people during that time, and in Liverpool they took to the streets. The event was captured by Liverpool photographer, David Sinclair, and a selection of his images was shown later, in 2011, in the exhibition, *Democratic Promenade*.

Is there anything in your school life which you feel is an important issue that should be discussed?

For example:

- Is bullying an issue?
- Do people drop litter?
- Is there enough fruit on your lunch menu at school?

It is important to think of sensible issues to discuss. Nobody likes doing homework but it is an important part of your education, but if your school was making you do 8 hours of homework a day then that would be an issue!

In small groups, decide on the issue you would like to tackle, and then think about how you might create a sign or placard to tell other people about your issue. Write a slogan and design a logo that you can combine onto a large piece of paper/card to create your own placard or sign.

A slogan is a phrase that is short and catchy, and easy to remember. A slogan is often used in advertising, by political parties or by people protesting. Slogans often use alliteration, rhyme, or a play on words, to create something that people will remember.

Some examples of slogans:

Nike – Just do it

L 'Oreal – Because you're worth it

1985 Liverpool School Students' protest – Fight for a job, Fight for a future

1984 – 1985 Miners’ strike – Coal not Dole

2015 – Liverpool Football Club fans - Football without fans is nothing.

Can you think of any other examples of slogans? Why do you think these slogans were successful?

Thinking about the issue your group has selected to protest against, write your own slogan to catch people’s attention and get them interested in supporting you.

Logos

A logo is a design, emblem or symbol that is used in advertising and by organisations. They help people recognise a product or organisation, and are usually made using simple shapes and colours and the name of the organisation or product.

Some examples of logos:



Thinking about the issue your group has selected to protest against, design your own logo to catch people’s attention and get them interested in supporting you.