

Get
Curious!
Change is OK

Children's Season at the National Museum 2020

Calling all families with
children aged 5 - 12!

Imagining Change

Design an Appreciation Campaign Poster

Imagine how the world can be a better place with thanksgiving and expressions of appreciation! The National Museum of Singapore (NMS) invites you to design a poster to encourage people to show appreciation for one another.

It could be appreciation for the community workers, your neighbours, teachers or even family members! Spread some cheer and encourage others to do the same!

Stand a chance to have your poster showcased on the NMS LED wall! The first 200 participants can also redeem a limited-edition appreciation badge at the museum.

Submit your entry by **27 December 2020!**

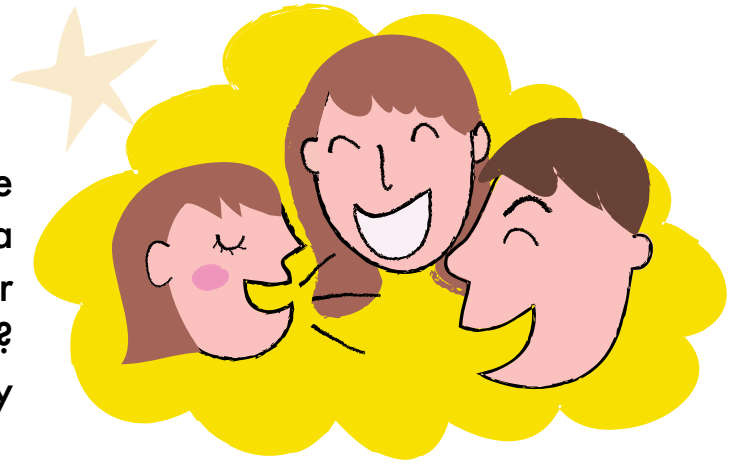
For more details, scan the QR code
or visit <http://go.gov.sg/campaign-tcs>.
Terms and conditions apply.



How To Create An Awesome Campaign Poster!

① Learn from the past

Over the years, many campaigns have been launched to make Singapore a more liveable and enjoyable place for all. Do you know of any campaigns? Ask your family members if they remember any!



☆ Did You Know?

Campaign messages used to be more instructive in telling people what to do. Today, the messages are less directive with an emphasis on connecting with people.



☆ Campaigns can shape behaviour!

1) Do you enjoy living in our clean and green country? This result can be traced back to the "Keep Your City Clean" campaign, one of the earliest campaigns in Singapore held over 60 years ago!

2) Are you aware of the Singapore Kindness Movement (SKM) and the Singa lion mascot? The Graciousness Survey commissioned by SKM since 2008 has shown that people are more receptive to receiving and showing kindness today!

Home, Truly

Growing Up with Singapore,
1950s to the Present

Visit our upcoming *Home, Truly* exhibition which opens in mid-December 2020, and discover some past campaigns!



Let's Get Started!

② Use The 2 “W”s

What?
Who?



1. **What** is your campaign message? It could be...

A campaign slogan



Courtesy Campaign, 1978

A thought-provoking question



Is your neighbour a stranger?, 1983

A call for action



Kindness.
Bring It On, 2009

What kind of campaign message do you think Singapore needs at the moment? Write it down!

2. Who is delivering your campaign message? Do you have a mascot?

Mascots can be humans, animals or objects. They help people to connect with the campaign message. Do you recognise these mascots? Why do you think they were chosen?

Smiley the Squirrel



POSBank
Smiley Squirrel, 1980s

Teamy the
Productivity Bee



"Bee" A Team
campaign poster, 1985

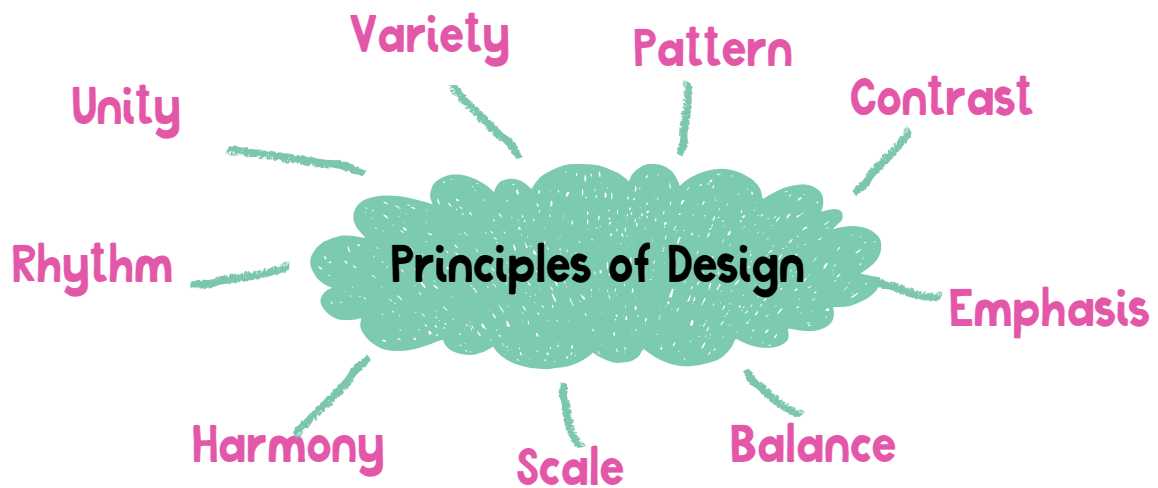
Water Wally



Water Wally, 2005

What mascot do you think will best represent your campaign message? Sketch out some ideas below!

③ Using Principles of Design



Let's take a look at some examples!

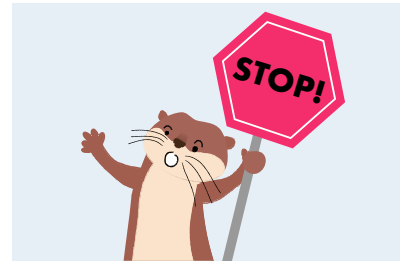
1. Pattern



2. Contrast



3. Emphasis



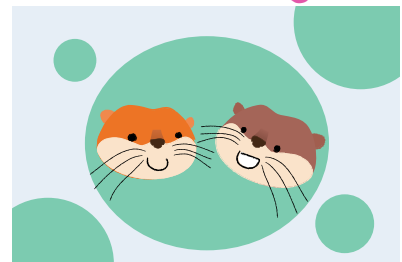
4. Balance



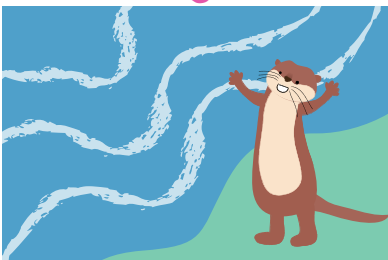
5. Scale



6. Harmony



7. Rhythm




8. Unity



9. Variety





Which Principles of Design will you use? Sketch out some ideas below!



4 Choosing an Art Medium

There is no limit to the type of art mediums you can use! Which medium do you want to use to design your poster?

Traditional Art Mediums

Some examples:

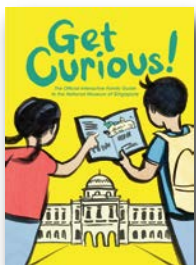
1. Dry Mediums: Colour pencils, crayons, oil pastels and markers
2. Wet Mediums: Watercolour paint, acrylic paint, poster paint and ink

Digital Art Mediums

Some examples:

1. Photography, digital painting, digital collage and vector graphics

You can submit your hardcopy or digital posters from 21 November to 27 December 2020. For more information, please refer to the Terms and Conditions at <http://go.gov.sg/campaign-tcs>.



Learn more about appreciation and other values through artefact stories in **Get Curious! The Official Interactive Family Guide to NMS!** Grab your copy from the Museum Label shop today!

Courtesy campaign poster, 1978. Courtesy of the Singapore Kindness Movement
Courtesy campaign poster, 1983. Courtesy of the Singapore Kindness Movement
Kindness. Bring it On! campaign poster, 2009. Courtesy of the Singapore Kindness Movement
POSBank Smiley Squirrel doorknob hanger, 1980s. Courtesy of POSB
"Bee" A Team campaign poster, 1985. Courtesy of the National Archives of Singapore
Water Wally mascot cup, 2015. Gift of the Eng family

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