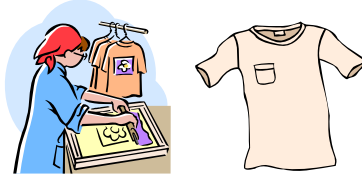


FASHION STATEMENTS

Yr 10 Materials - Fashion Statements T-shirt Project



Essential Question:

Did you get the Message?

Focus idea:

- These days T.shirts are like walking billboards. T.shirts are commonly used as a quick and easy way to advertise and to get a message across to others in a cheap and portable way.
- Lots of fundraising organisations use messages on T.shirts to promote their cause and to raise money. 'Wearing your heart on your sleeve' to support a good cause is another way of making a contribution to the betterment of the world and the communities we live in.
- Wearing Statement T.shirts has become something of a fashion phenomenon in New Zealand. They are 'cool' fashion items that are affordable and appeal to all age groups.

Problem / Issue to solve - Create a 'Fashion Statement':

Context:

Choose a 'good cause' organisation that you could present a positive life message for – a 'fashion statement' that will promote continued awareness of that organisation's cause or fundraising campaign.

Your T-shirt will be exhibited at the end of the topic to a public audience – so be sure they will 'get the message'!

Before the Project:

Write your personal response here – to the focus idea for this topic – 'I understand ...'

1. What are message T.shirts for?
2. Why are they important to good cause organisations?
3. Why should I be involved in this project?

Before the Project:

Write your personal response here – to the focus idea for this topic – ‘Relevance’

1. This project has relevance to me because...
2. This project has relevance to my friends / family / community because...
3. I can make this project relevant to me by.....

Before the Project:

Write your personal response here – to the focus idea for this topic – ‘Response’

1. I will choose....
2. I should....
3. It will be important that I....

After the Project:

Write your personal response here – to the focus idea for this topic.

Have your thoughts changed, confirmed, new ideas, new understandings.... I now think...

Teacher Notes: Essential Question - Setting the scene for the topic.

Class discussion prompts:

(Could do as a brainstorm / mind-map / allocate questions to pairs – then share back to class...)

My Response: Questions to think about / discuss...

1. Why are the Glassons Breast Cancer T.shirts so popular?
2. Why have so many other fundraising organisations taken to this advertising medium?
3. How do they affect society? Do they affect society?
4. What is the message they are trying to get across?
5. Who and Why should I help to make a positive statement about their issue?
6. Who will care? Do I?
7. What relevance is their issue to me?
8. How will this project affect me, my life, my community / society?
9. What kind of message could I present?
10. How do I get a message across clearly to others?
11. Will my message have any impact or relevance to others? How can I ensure that it will?
12. Who would be my target audience?
13. What type of message?

Types of Messages:

Challenging, obvious, subtle, thought-provoking, educational, questioning, non-committal, dynamic, fun, humorous, light-hearted, awareness, prevention, cultural, attitude, social comment, comic...

Other thoughts:

- I am only one – but I can still make a difference.
- Glocal – Think Global but act Local
- Portable statements
- Promote good cause
- Fashionable
- Choose something you are passionate about – have to be able to explain / justify why

Potential Good causes – starters for discussion:

- | | |
|---------------------------|------------------------------|
| • Amnesty International | Greenpeace |
| • Anti-smoking | SPCA |
| • Maori Language week | Canteen |
| • Starship Hospital | Daffodil Day |
| • World Wildlife Fund | Earth Hour |
| • Women's Refuge | Breast Cancer Research Trust |
| • Turn out the Lights | Water wise |
| • Fire wise | Anti Plastic Bags |
| • Peace not pieces | No cyber bullying |
| • Fundraising charities | Movember |
| • ANZAC Day | Ronald McDonald House |
| • Random Acts of Kindness | Beads of Courage |