

# Inclusiveness Billboards

This unit is about integrity and highlighted a number of stories from the website Pass it On. The lessons utilize videos, podcasts, and billboards to demonstrate positive messages related to integrity, kindness, honesty, and perseverance. In this project, students will develop their own “billboard” that they can put up in different parts of the school.

## Integrity Sub-Concept(s)

Perseverance, Kindness

## Project Timeframe

25-30 minutes

## Required Materials

- Large white paper or smaller poster-sized paper / brown or black paper to simulate the billboard frame and pole
- Markers
- Magazines for cut-outs
- Access to computers/printers if allowing students to locate images or other information

Introduce the concept of billboards: what they are and what they do. This could be an interesting opportunity to explain the history of billboards if there is time and it fits into any media units you might be doing now.

<https://oaaa.org/AboutOOH/OOHBasics/HistoryofOOH.aspx>

Students will work in groups to create billboards for integrity. They can select any sub category of integrity they want (kindness, honesty, perseverance) or you could pre-select groups and assign a subconcept. A group could also simply do a board for integrity itself.

Students should be encouraged to be creative in designing a simple billboard that models the Pass it On billboards; in theory, the billboards will state the concept or sub-concept, have a simple quote or message, and feature either a person or situation (this does not have to be a well-known celebrity).

Ideally the billboards will be large; if possible, get paper from the large paper rolls in the art room. If this is not possible, this project could be reduced to smaller poster-sized boards. If students are working on smaller posters, you may want to make this an individual project or reduce it to groups of two.

You can review/display examples of Pass it On billboards here:

<https://www.passiton.com/inspirational-sayings-billboards>

This might also be a project where students can either find images and print them from the Internet or from magazine cut-outs.

## Wrap Up:

Have students put up their billboards in prominent places around the school; cafeteria, library, entrance, office area.

If possible, outline the poster/billboard with a brown or black construction paper frame and “pole” to make it look more like a billboard.

## Proposed Lesson Outcomes:

Students will:

- Create a message that represents integrity and its subconcepts.



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<https://casel.org/guide/kindness-in-the-classroom/>