

Making a Sign

by Fifi Colston



A sign is a good way to get a message across. Signs can show people where things are or give them instructions. Sometimes people use signs to share what they think.

When you're making a sign, it helps to know three things:

- what you want to say (the message)
- how you want to say it (what you want the sign to look like)
- what you will use to say it (the materials).

>> What do you want to say?

Be clear about your message. What do you want people to think or do when they read your sign? For example, maybe you live by the sea and penguins sometimes cross the road to get to their nests. Is this message clear?

Slow Penguins

It could mean that the penguins don't move very quickly! How about this?

Slow Down. Penguins Crossing.

This is clearer. It says that you want drivers to be careful so that any penguins crossing the road are safe.

>> How do you want to say it?

Choose the style of letters carefully. Try out different styles. Make sure they can be seen from a distance. Would it be better to print the message using a computer? Check your spelling and spacing.

Which sign would make you want to buy the feijoas?

Home-grown
FEIJOAS
\$2 a bag

Home-gro-
wn
FEIJOAS
\$2 a bag

HOME-grown
feijoa
two dollars a bag

Home-grown
Feijoas
\$2 a bag



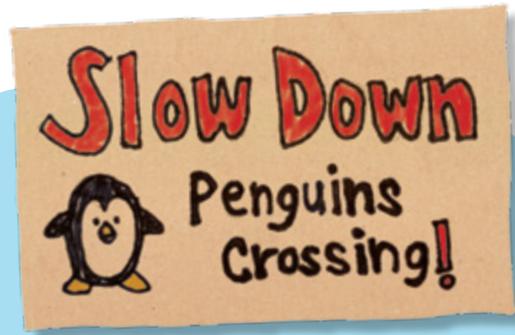
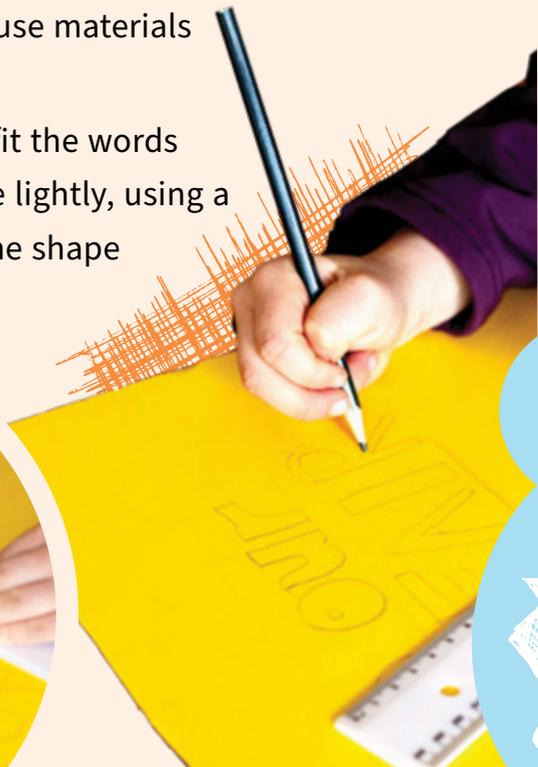
Then use paint or marker pens to finish the letters. Choose colours that stand out.



>> What will you use to say it?

You can make a sign with paper, cardboard, or an old sign that you have recycled. If your sign is going to be outside in wet weather, make sure you use materials that won't get soggy.

First, work out how you will fit the words on the sign. Write your message lightly, using a ruler to help make the letters the shape and size you want.



The back of the sign can be used for a message, too!

Making a Sign

by Fifi Colston

Text copyright © Crown 2021

The images on the following pages are copyright © Crown 2021:
23 (four signs, bottom) and 25 (two signs, bottom) by Liz Tui Morris
24–25 by Adrian Heke

The images on the following pages are used under a Creative Commons licence (CC BY 2.0):
22 and 24–25 (doodle sketches) by Chris Spooner/Blog.SpoonGraphics from bit.ly/3by5uOx
23 (climate change sign) by Mark Dixon from bit.ly/38rwyNn (cropped)
23 (stop sign) by Clover Autrey from bit.ly/3eosYY9 (cropped)
23 (garage sale sign) by sebas sables from bit.ly/3qGhSAx (cropped)

For copyright information about how you can use this material, go to:
<http://www.tki.org.nz/Copyright-in-Schools/Terms-of-use>

Published 2021 by the Ministry of Education,
PO Box 1666, Wellington 6140, New Zealand.
www.education.govt.nz

All rights reserved.
Enquiries should be made to the publisher.

ISBN 978 1 77663 867 3 (online)
ISSN 2463 4174 (online)

Publishing Services: Lift Education E Tū
Editor: David Chadwick
Designer: Liz Tui Morris
Literacy Consultant: Dr Kay Hancock
Consulting Editors: Hōne Apanui, Te Mako Orzecki, and Emeli Sione

Making a Sign

by Fifi Colston

A sign is a good way to get a message across. Signs can show people where things are or give them instructions. Sometimes people use signs to share what they think.

When you're making a sign, it helps to know three things:

- what you want to say (the message)
- how you want to say it (what you want the sign to look like)
- what you will use to say it (the materials).

>> What do you want to say?

Be clear about your message. What do you want people to think or do when they read your sign? For example, maybe you live by the sea and penguins sometimes cross the road to get to their nests. Is this message clear?

Slow Penguins

It could mean that the penguins don't move very quickly! How about this?

Slow Down. Penguins Crossing.

This is clearer. It says that you want drivers to be careful so that any penguins crossing the road are safe.

22



JUNIOR JOURNAL 62

Curriculum learning areas

English
The Arts: Visual Arts

Reading year level

Year 3

Keywords

clarity, communication, design, font, instruction, lettering, message, planning, sign