



Campaign publicity – T-shirts



Your group has been tasked with making clothing-based publicity materials for your pressure group.

What you need to consider

- What item of clothing will you make? T-shirts are often used to publicise campaigns. The Anti-Apartheid Movement produced lots of different T-shirts. Why was that?
- What message will you promote in your design? How can you combine a clear message with an interesting and attractive design?
- Are you sure that people who support your pressure group will want to wear your design?
- Might your design be so attractive that even people who do not support your pressure group may still want to wear it?