

# Sid the Seagull

## Suggested level

Years 7 and 8

## Prepare yourself (teacher)

Print off some copies of Sid Seagull's picture for stimulus. Link to the SunSmart Slip, Slop, Slap, Seek and Slide TV ad and jingle [sunsmart.com.au/news\\_and\\_media/media\\_campaigns/slip-slop-slap-see-and-slide](http://sunsmart.com.au/news_and_media/media_campaigns/slip-slop-slap-see-and-slide)

## Class resources

- A3 poster paper
- coloured pencils
- access to a computer design program (if possible).



## The activity

SunSmart's iconic Sid Seagull recently turned 30 and is in need of a makeover. Bring Sid Seagull into the modern world. You are the advertising agency responsible for designing an advert for young people aged 13–24 years using Sid. Design a song which includes SunSmart's key messages and present this, along with a story board of your television commercial idea, to the class.

## Think about!

How will you communicate to the public that UV cannot be felt so they shouldn't rely on temperature as a guide to using sun protection?