GUIDELINES TO PROMOTE READING DURING THE WORLD BOOK DAY   **16 April 2021**

In the 2019 State of Nation Address (SONA) the Honourable President of the Republic of South Africa Mr Cyril Ramaphosa made a call that all 10 years old children should be able to read with understanding by the year 2030. Celebrating National and International Reading Days is one initiative of responding to the call made by the President.

On the 23rd of April 2021, the National Reading Coalition (NRC) and the Department of Basic Education (DBE) will be celebrating World Book Day as part of advocating for reading awareness and in support of the Read to Lead Campaign. Schools and communities are encouraged to celebrate this day by doing activities that will engage learners in meaningful reading activities. The following were put as guidelines help schools and communities to activate reading during the World Book Day.

Promoting reading through Book posters

1. **Why this idea (Book posters)**
   - Posters can be used as a tool to promote reading at schools and in communities.
   - The pictures in the posters are designed to encourage, motivate children
   - They are an effective way to capture people's attention.

2. **Why should we use posters?**
   - To create awareness about reading.
   - To promote books, reading and enjoyment of books
   - The images in a poster would encourage people to read and appreciate books and literature in general.
   - Posters are an opportunity to share the love of reading through displays.

3. **What should be done to achieve this?**
   - Think about what is needed to develop a meaningful poster (e.g., the kind of paper, size of poster, colors, font)
   - **Goal**-what one wants to achieve. The goal is to promote books, reading for enjoyment.
   - Consider the **target group**. This informs the design choices of the Book poster.
   - **Content**- must be brief and to the point. Give attention to aims and objectives. One may think of the title and author, brief review of the book (3-5 sentence)
   - **Font size** -large enough to be legible from a distance.
     Make it be readable-to send the message.
   - **Good use of space**-think of the size of images, typo to be used. Space the letters evenly
   - **Think of images** to be used- these should be eye catching. Clearly captioned and easy to see. The images may be of books, people enjoying reading etc.
   - **Style** – should be simple and concise. Avoid excess clutter.

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REPUBLIC OF SOUTH AFRICA

Read to Lead
A Reading Nation is a Leading Nation

NATIONAL
READING
COALITION
LET'S GET SOUTH AFRICA READING

NDP 2030