**NATIONAL EDUCATION COLLABORATION TRUST**

11 March 2022

To:     Principals, Subject Advisors, Parents, Teachers, Departmental Heads and Library Information Services (LIS) Coordinators.

Topic:    Various ways to activate reading during World Book Day.

Message Objectives is to:

- Establish ways of encouraging reading at schools and in homes

Celebrating National and International Reading Days is one initiative of responding to the call made by the President for a nation of readers.  On the 23rd April 2022, the National Reading Coalition (NRC) and its partners will be celebrating World Book Day as part of advocating for reading awareness and in support of the Read to Lead Strategies. Schools and communities are encouraged to celebrate this day by doing activities that will engage learners in meaningful reading activities. The following guidelines will help schools and communities to activate reading during 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, a brief review of the book (3-5 sentences)
   - **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