



## **EXPRESSIVE ARTS**

### **WORLD AIDS DAY (1 DECEMBER)**

#### **Resource Content**

This resource focuses on the Red Ribbon used to promote World AIDS Day.

#### **Experiences and Outcomes**

##### *Expressive Arts - Art and Design*

EXA 3-03a - I can use and combine the visual elements and concepts to convey ideas, thoughts and feelings in expressive design work.

EXA 3-06a - While working through a design process in response to a design brief, I can develop and communicate imaginative design solutions.

#### **Interdisciplinary Learning Opportunities**

##### *Social Studies – People in Society, Economy and Business*

SOC 3-16a - I can explain why a group I have identified might experience inequality and can suggest ways in which this inequality might be addressed.



## **FACT SHEET**

### **What is World AIDS Day?**

World AIDS Day is held on 1 December each year and is an opportunity for people worldwide to unite in the fight against HIV, show their support for people living with HIV and to commemorate people who have died from the disease AIDS. World AIDS Day was the first ever global health day and the first one was held in 1988.

### **The Red Ribbon**

The red ribbon is the universal symbol of awareness and support for those living with HIV. The Red Ribbon Initiative began in 1991 in New York. A group of designers came together to produce a symbol synonymous with the HIV and AIDS campaign. The red ribbon was the first ever ribbon symbol, inspiring later versions such as the pink ribbon for breast cancer awareness.

### **HIV/AIDS in Edinburgh and the Lothians**

By the end of 1989, the HIV infection rate in Edinburgh was nearly seven times the national average. This led to Edinburgh being dubbed the “AIDS capital of Europe” in the national press at the time. The AIDS epidemic affected people from all walks of life; men, women, children, homosexuals and heterosexuals, as well as intravenous drug users and haemophiliacs.

### **Red Ribbon Postcards**

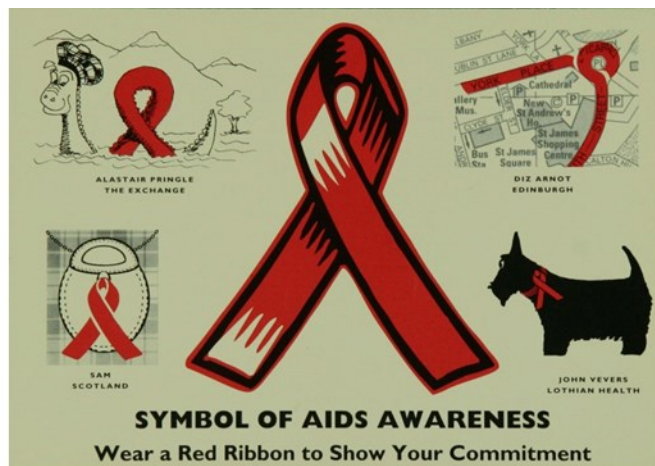
The postcards used in this resource are from a series of promotional postcards produced in Scotland for World AIDS Day. They aimed to raise awareness and support for those living with AIDS and HIV.



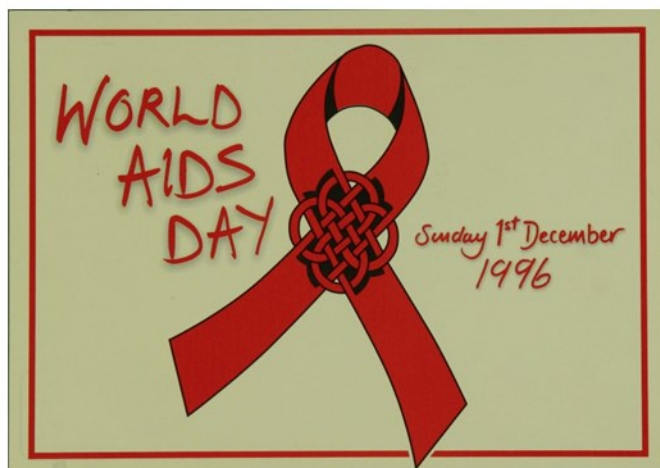
## RESOURCE IMAGES



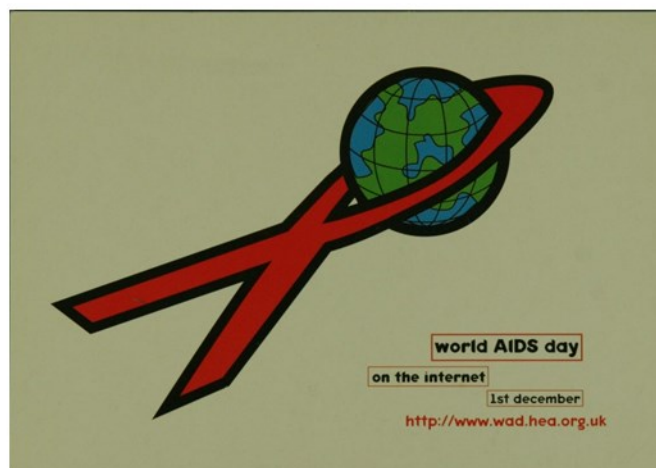
EXA1.01



EXA1.02



EXA1.03



EXA1.04

Use the reference numbers below these images to help you find the corresponding downloadable images on the website.

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## SUGGESTED ACTIVITIES

### 1. Class Discussion – World AIDS Day

- a. What is World AIDS Day?
- b. Why have World AIDS Day?
- c. HIV and AIDS in Edinburgh and the Lothians. Explain the specific problems in the city in the early 1990s compared with today.

### 2. Starter Activity - Carousel

- a. Place each image on a separate table.
- b. Divide students into groups and ask them to visit each image and write down things they like about the image and things they don't like about the image.
- c. Ask students to note down what design techniques the artists have used to link the Red Ribbon to Scotland.

### 3. Project - Extension activity inspired by Victor Nunes

Check out illustrations by Victor Nunes for inspiration. Nunes uses everyday objects and simple illustration to create playful scenes which make us look for creative images in our surroundings.

- a. In postcard EXA1.02, artists have used the red ribbon as a base for other sketches that relate to Scotland.
- b. Give students the Red Ribbon template provided below and ask them to use this as a base to create their own image to promote World AIDS Day.
- c. Bonus points if they can make it link to Scotland or Edinburgh in some way!

**OR**

### 4. Project – Found objects

- a. Using found objects, make red ribbons for the school context. E.g. Red paper clips bent to shape, a red scarf, paint pots arranged to shape etc.
- b. Take photographs of these items on a white background.



## **5. Closing - Exhibition**

- a. Display finished artwork on a temporary display wall.
- b. Get each student to explain why they have chosen a certain media or design.
- c. Take photographs of the designs.
- d. Using photo editing software collate them on to one sheet to make your own World AIDS Day postcard.

**HIV/AIDS**  
Online resources  
for teachers



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