

Factual writing and research:

design a zoo sign for one of our animals



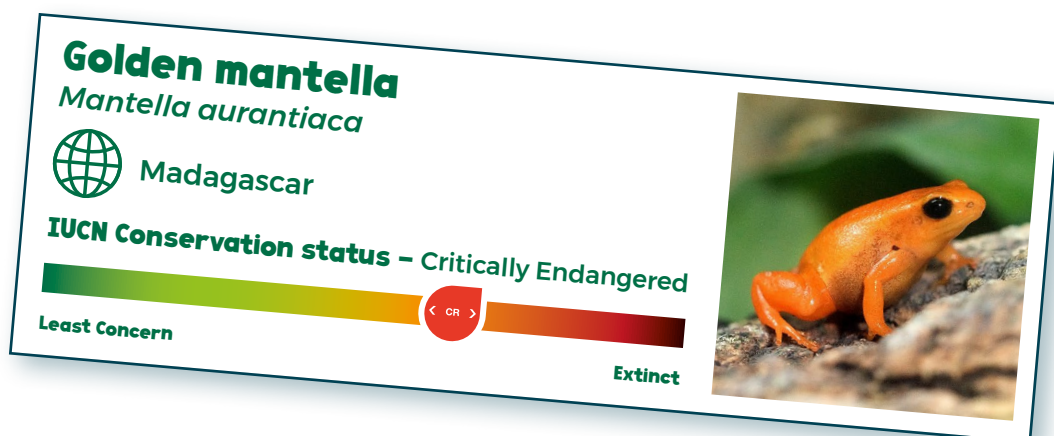
Our signs are one of the best ways for our visitors to learn about animals. We aim to have at least one sign on each enclosure. We have to include certain information on each sign – the name of that species, where it comes from, and what it eats – but we also try to include a fun fact. Did you know that cheetahs can run at over 60mph? Or that orang utans make a nest each night?

We would like you to design a new sign for an enclosure at the zoo. You can choose the animal or plant it will feature. You will need to find out about the life of the animal, and decide what information you will include on your sign. Don't include too much – our visitors only pause to read for a short time!

Your sign should include:

- **The name of that type of animal**
- **A picture of the animal, so that people know what to look for**
- **Where it comes from**
- **What it eats**
- **A fun fact about the animal**
- **Bright colours will help to get people's attention, but they need to be able to read the words!**

This is one of our signs from Amphibian Ark at Paignton Zoo. We're changing a lot of our signs at the moment, to try to make them clearer and more interesting.



Tips

- Our signs use a mixture of pictures and words. Words on the sign need to be large enough to be easy for a grown-up or child to read when standing
- On some signs we use 'layers' of text – a big title, a short paragraph in a medium size, and then more information in a smaller font
- The words need to stand out from the background – so don't use coloured words on a coloured background