

Visual Presentation Guide

Background Knowledge

- describe a trade problem with which you are familiar
- identify living and working conditions in the developing world that are related to this problem
- include definitions, where necessary, for any Fair Trade terms used in your display/electronic presentation (i.e. equitable, organic, consumer, charity, justice, producer, manufacturer, sweat shop, exploitation, etc.)

Solutions: Fair Trade Values/Practices

- describe the meaning of the term 'Fair Trade' and how it addresses some of the trade problem(s) mentioned
- describe TransFair Canada and include the logo and website address
- share information about a *Fair Trade* company or organization (BLM 7.2)
- describe the difference between charity and justice and how Fair Trade demonstrates a commitment to a more just relationship with producers and manufacturers

Connections: Invitation to Act

- let the audience know where they can find more information or resources on Fair Trade and Fair Trade businesses and organizations
- encourage the audience to purchase Fair Trade Certified products and provide several examples (e.g.; chocolate, coffee, sugar, etc)
- if the audience is a group or organization, invite them to consider developing policies regarding Fair Trade

Visual Appearance

- information is well spaced, neatly presented and well organized
- appropriate and effective use of colour and other design elements to produce a visually appealing display or electronic presentation
- effective use of pictures, labels, charts, graphs, etc. where appropriate