

Muinín Catalyst STEAM Education for Sustainable Development and Futures Literacy


SDG12 The Future Of Innovation and Enterprise



Programme Phase: Phase 3 - Implementation

Micro-Module 7 Media Communication 2 - Introduction to Poster Design

Subject Areas: Climate Action and Sustainable Development, Design, English, Enterprise, Geography, Science

4 QUALITY EDUCATION 	13 CLIMATE ACTION 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	 Sfi Discover Science Foundation Ireland
				 An Roinn Oideachais agus Scileanna Department of Education and Skills

SDG 12 Future of Innovation and Enterprise

Micro-Module 7: Media Communications



SDG12 Future of Innovation and Enterprise: Media Communication 2 - Introduction to Poster Design

Micro-Module 7: Implementation

Subject Areas: Climate Action and Sustainable Development, Design, English, Enterprise, Science

4 QUALITY EDUCATION



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Micro-module Summary: Media Communication

Media communication is a supporting micro-module that links into the project-based learning modules that use local places to enable learners to gain knowledge and skills around contemporary issues of sustainable development.

The main modules have a year-end goal which encourages linked learning, project management and Implementation of a project linked to the SDGs and real-world scenarios

This micro-module offers media micro-projects; video, poster, presentation and audio, that can augment project-related assignment pieces or extended as stand-alone projects.

In this Module, the learner will:

- develop skills of organising, planning, and producing media outputs
- develop awareness of the basics of media production
- practice problem solving and critical thinking skills as individuals and part of a group
- build transferable skills and capacity that will support learners to share any media they produce, whether in their personal or professional futures
- be introduced to tools and methods for media production

Materials

- Lesson plans
- Accompanying resources
- Optional assessments
- Skill support resources
- Internet Access required

SDG12 Media Communication 2

Introduction to Poster Design



SDG12 Media Communication 2 – Poster Design.

This micro-module introduces poster design and has been devised to give learners basic skills of analysing and designing posters. Ideally, this micro-module is delivered as a micro-project. The micro-module has 3hrs of taught time and additional self-directed learning required to complete their posters after lesson 3.

External Expertise

The original Media Communication modules were developed through the research project led by Dr. Mckeown CoDesRes ([Mckeown et al, 2022 -23](#), Watch [Highlights](#)) and then iterated (2022 - 23) by Dr. Anita McKeown, FRSA, FIPM, MEI. Anita is an award-winning film-maker, artist|scholar and STEAM educator, co-designing values-based leadership through education and community processes. She works at the intersection of art, equitable placemaking and technology: open-source culture and Technology (ethical and ecological implications) and STEAM education, across a range of interdisciplinary projects, processes and partnerships

Using the Resources:

If you wish to use these resources, we can offer an induction and online support throughout the module to help you plan integration into your projects and timetable. To register for this option, please contact hello@futurefocus21c.com For more information on the resources please visit www.muinincatalyst.com

Setting up an online learning environment for the lessons on this module:

Our lessons integrate the use of virtual learning environments. To ensure seamless use of our lessons, a module should be set up on your school's virtual learning environment such as Teams, Google Classroom, etc. Learners are encouraged to upload documents to share with their peers. If your virtual learning environment does not support document sharing, we recommend OneDrive or Google Drive.

You can also use Google Sites or Microsoft Sway to encourage learners to present their work over the year - this can easily be set up to reflect the aims of TY and provide a showcase for their work as well as assessment tool.

Setting up a Canva Education account.

As our lessons integrate design, our lessons also refer to Canva. Educators and schools are able to open a free Canva for Education account by registering here: <https://www.canva.com/education/>

Canva for Education provides primary and secondary school teachers and students with premium features and templates. You can then also set up lessons and invite your learners to the class.

SDG12 Media Communication 2

Introduction to Poster Design



SDG12 Media Communication 2 – Poster Design: Creating a Poster

Lesson 1 What is a Poster?

In this lesson, learners will gain awareness of basic poster production including planning and learning the core elements of poster design.

Resources: Worksheets: Poster good / bad examples PowerPoint, Poster Styles, Poster Analysis 1, Flipped Classroom, Flipped Classroom Poster Analysis Samples

Lesson 2 Creating Your Poster.

In this lesson, learners will explore the SDGs within their local context with a view to selecting a local issue and related SDG as the topic of their poster.

Resources: Worksheets: Poster Analysis Sheet 2, Step-by-Step Poster Design, Poster Analysis Sample Sheet

Lesson 3 Creating Your Poster 2.

In this lesson, learners will explore the core elements of poster design by developing their own poster using Canva.

Resources: Worksheets: Poster Resource, Step-by-Step Poster Design

SDG12 MM7 Media Communication - Poster Design references

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Introduction to Poster Design



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Introduction to Poster Design



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- Set Sail Studios (2018) 6 typography tips in 1 minute! Available at: https://www.youtube.com/watch?v=31SEyVVT_rU (Accessed 6 May 2024).

MC2: LESSON 1 WHAT IS A POSTER?

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



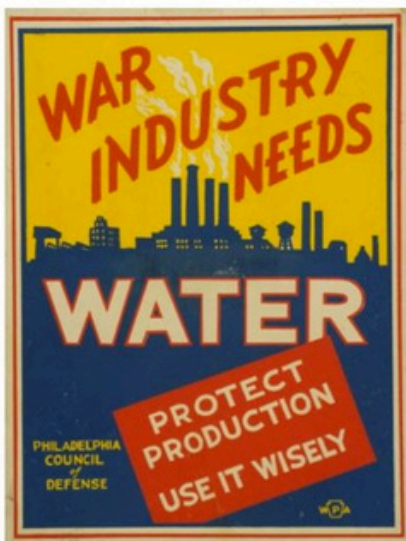
Poster Style Worksheet

Look at the different style of posters and think about their design. Answer the questions in the question boxes on the Poster Analysis Worksheet.

What is a poster?

Definition: 'Placard posted or displayed in a public place as an announcement or advertisement'

Typically posters include both textual and graphic elements, although a poster may be either mostly images or mostly text. Posters are designed to be both eye-catching and convey information. Posters may be used for many purposes, and they are a frequent tool of advertisers (particularly of events, musicians and films), propagandists, protestors and other groups trying to communicate a message.



Glenn Stuart Pearce



Sheperd Fairey, Anti-Trump



Artsy-Boutique

Propaganda and political posters

During the First and Second World Wars, recruiting posters became extremely common, and many of them have persisted in the national consciousness, MJLF the "Uncle Sam Wants You" posters from the United States, or the "War Industry Needs Water" posters. These posters are used to grab attention and encourage a sense of engagement and civic duty.



Poster Style Worksheet

Propaganda and Political Posters

- <https://www.abramgames.com> official war poster designer
- http://www.militarywives.com/index.php/posters-menu/ww2-conservation-museum_war_posters_and_conservation
- <http://www.usmm.org/postertrain2a.html> examples of war-time posters

Advertising Posters

Many posters, particularly early posters, were used for advertising products. Posters continue to be used for this purpose, with posters advertising films, music (both concerts and recorded albums), comic books, and travel destinations being particularly notable examples.



Links to advertising posters

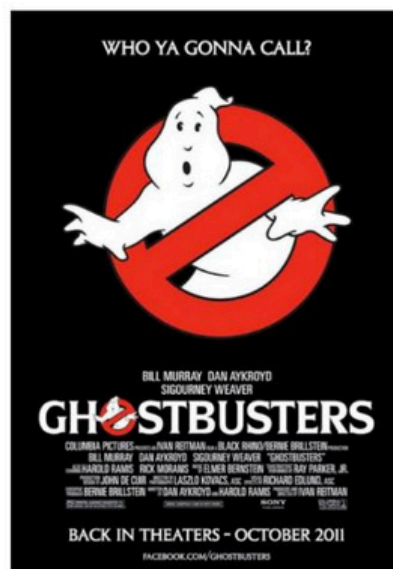
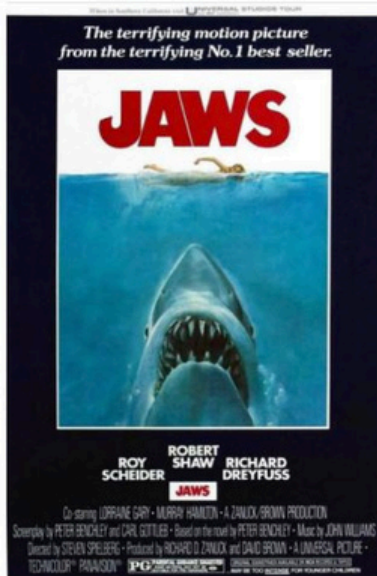
- <https://graphicdesignjunction.com/2012/01/35-clever-poster-advertisement-ideas/>
- https://www.antikbar.co.uk/catalogue/images/PA0983_1_m.jpg
- <https://graphicdesignjunction.com/2012/09/50-fresh-examples-of-advertising-posters/>



Poster Style Worksheet

Film Posters

The film industry quickly discovered that vibrantly-coloured posters were an easy way to sell their pictures. A film poster is a poster used to promote and advertise a film primarily to persuade paying customers into a theater to see it. Studios often print several posters that vary in size and content for various domestic and international markets. Today, posters are produced for most major films and collection has become a major hobby.



- Entertainment critic and journalists choices-
<https://parade.com/1003052/samuelmurrian/best-movie-posters/>
- <https://www.empireonline.com/movies/features/best-posters/>

MC2: LESSON 1 WHAT IS A POSTER?



Poster Analysis Worksheet

Select a poster from each of the poster style sheets or if using local resources from a community or library notice board.

Pay attention to the colours, font and the image/text suitability of the poster's purpose and message.

Propaganda / Political Poster

Advertising Poster

Film Poster

MC2: LESSON 1 WHAT IS A POSTER?

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AND PRODUCTION



Poster Analysis Worksheet

For each poster you have selected, begin to write down your ideas if you were designing a poster for the same activity - considering the following 3 points.

1. How will you grab your audience's attention?
2. How will you give your audience the information you need to?
3. How will you persuade them to act on the information you give them?

Your Propaganda / Political Poster

Your Advertising Poster

Your Film Poster

MC2: LESSON 1 WHAT IS A POSTER?

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Poster Samples

The poster sample sheet goes with the Poster Analysis Worksheet - select three from the samples to work with.



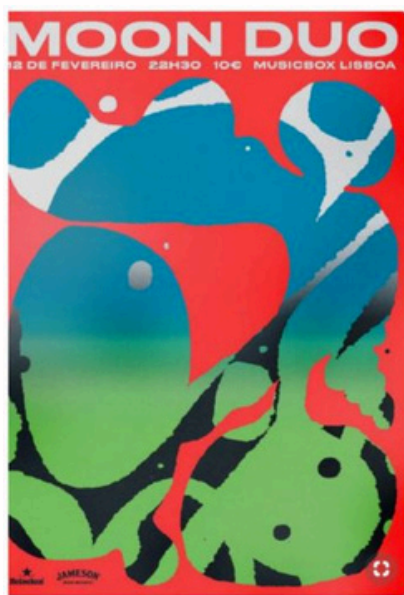
Mike Jones



K. Shivanagere



Alistar Palmer





Poster Samples

The poster sample sheet goes with the Poster Analysis Worksheet - select three from the samples to work with.



MC2: LESSON 1 WHAT IS A POSTER?

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

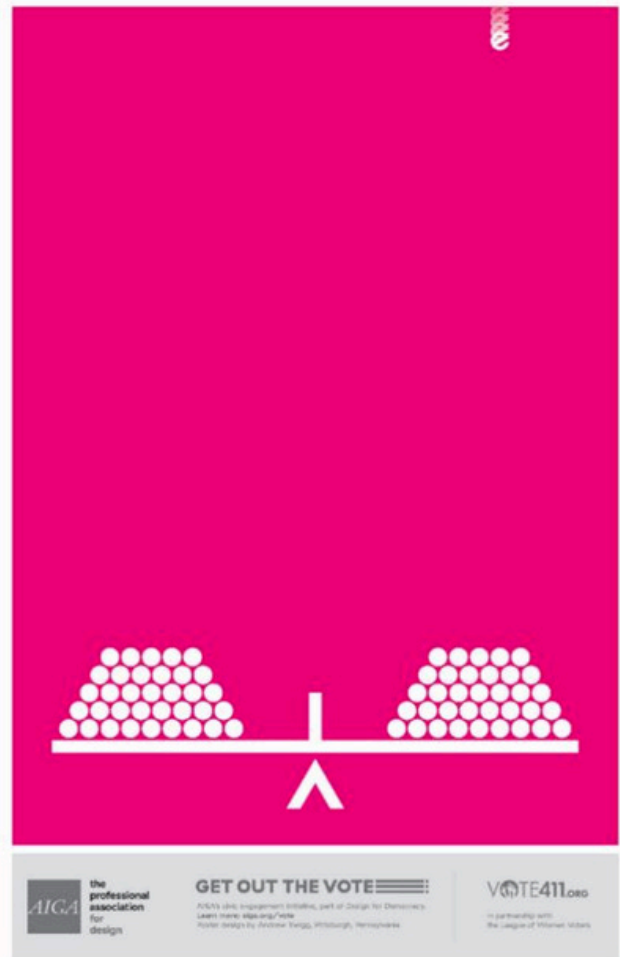


Poster Samples

The poster sample sheet goes with the Poster Analysis Worksheet - select three from the samples to work with.



Allison Glancey



Andrew Twigg

MC2: LESSON 1 WHAT IS A POSTER?



Flipped Classroom

Select 3 different posters from the poster analysis samples.

Pay attention to the colours, font and the image / text suitability of the posters' purpose and message.

MC2: LESSON 1 WHAT IS A POSTER?

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Flipped Classroom

What is Primary Research?

Primary research is original research that is carried out for a specific purpose. It involves the use of a range of different techniques to obtain new knowledge. Methods used are: questionnaires, interviews, observations, and photographs.



Think carefully about what your trying to find out.

- Decide on an appropriate research technique.
- Be aware of the size, scope and timescale of the task.



Secondary research involves the use of data and information that has already been published or is already available within an organisation.

Looking in books, magazines, journals, and on the Internet for information that already exists are all examples of secondary research.

You could do as much secondary research as you think is necessary for the project.

Things to look for and think about when developing design:

What inspired you?

- Think about people or quotes that have inspired you.
- If you have a reference – e.g. painting, poster, sculpture; who made it and why.
- Find out as much as you can about your inspiration.

Research: Show the evidence you have gathered.

Begin to research the Sustainable Development Goals

- United Nations SDGs - <https://sustainabledevelopment.un.org/sdgs>
- SDG Target Images <https://opendevelopmentmekong.net/topics/sustainable-development-goals> and click on SDG drop down menu
- Google the following - 'Sustainable Development Goals Poster Making' to see a range of poster ideas

MC2: LESSON 1 WHAT IS A POSTER?



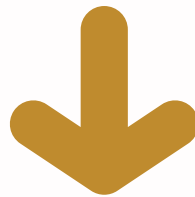
Reminder

3 Main Points for a Successful Poster

You have about 3 seconds to grab their attention

They might give you 30 seconds of their time to read your poster

Eye catching - grab you audience's attention



Informing - tell your audience what it is about



Action - persuading the reader to take action



Step-by-Step Poster Design Worksheet

Pre-production - before you start designing your poster

Who is your audience? [Defining]

- What age group is your poster for?
- How will you grab their attention?
- Do you know the style / images they respond to?



Do you need to do some research?



What is your message? [Distilling]

- YOU have 3 seconds to grab your audience's attention.
- You have about 30 seconds of their time.
- TRY to come up with a headline!

- Use colour and size to make your headline stand out.
- Do you need a call to action?

- Get a strong image or use an eye-catching background.
 - Choose an image that gives you the most space for your text.
 - Make sure it adds to your message

ORGANISE YOUR INFORMATION

WHAT IS TEXT HIERARCHY?

- THERE ARE 3 LEVELS OF HIERARCHY
- see next page for the levels



Step-by-Step Poster Design Worksheet

HEADINGS - YOUR HEADLINE LOUD AND CLEAR

SUB-HEADINGS - INTRO TO SUPPORT HEADLINE

BODY TEXT - ESSENTIAL DETAILS AND CONTENT

WHAT IS YOUR OUTPUT FORMAT?

SET UP YOUR DESIGN SIZE



Save Images for print as:

8bit

SRGB

300dpi (dots per inch)



Use the best resolution possible, width between 320 and 1080 pixels, Instagram keeps the original resolution as long as the photo's aspect ratio is between 1.91:1 and 4:5 (a height between 566 and 1350 pixels with a width of 1080 pixels).



Regular photos: 720px, 960px, or 2048px wide Cover photos: 851px by 315px To avoid compression when you upload your cover photo, make sure the file size is less than 100KB Save your image as a JPEG with an sRGB color profile.

For more info on Facebook images -

<https://dustinstout.com/facebook-image-sizes/>



On desktops, Twitter images appear in the timeline at 506 pixels wide by 253 pixels tall 2:1 (e.g. 800x400, 1200 x 600).

For more info on Twitter output -

<https://buffer.com/library/twitter-images/>

Poster workflow video from - From Poster to Social Media <https://www.youtube.com/watch?v=iMLwdQoh9k8>



SDG Resources

- United Nations SDGs <https://sustainabledevelopment.un.org/sdgs>
- SDG Target Images <https://opendevelopmentmekong.net/topics/sustainabledevelopment-goals> and click on SDG drop-down menu
- Google the following - Sustainable Development Goals Poster Making and see a range of poster ideas
- Poster Get a Pinterest account - www.pinterest.com and register
- Unicef Youth SDGs <https://pin.it/1QpiWhQRa>
- Environmental Posters <https://pin.it/3P8ydMVzW>
- Graphic Advocacy International Posters for the Digital Age 2001 - 2012 - <http://graphicadvocacyposters.org/posters/>

Free Image sources

- Stock photos - <https://www.pexels.com>
- Save the Earth Images - https://pixabay.com/images/search/save%20the%20earth/?manual_search=1
- Save the Earth Images <https://www.vecteezy.com/free-vector/save-the-earth?license-standard=true>



Poster Resources

Tutorials

- Design Fundamentals https://www.youtube.com/watch?v=YqQx75OPRa0&ab_channel=GCFLearnFree
- Colour https://www.youtube.com/watch?v=_2LLXnUdUlc
- Typography <https://www.youtube.com/watch?v=sByzHoiYFX0>
- Deconstruct a poster design https://www.youtube.com/watch?v=8MD7iQKkOII&ab_channel=EnvatoTuts%2B
- Using Icons <https://venngage.com/blog/infographic-design6-waysto-use-icons/>
- Venngage - https://www.youtube.com/watch?v=_xftI5rqCJ8
- Free Icons - <https://highspark.co/free-presentation-icons/>

Free Software

- Canva - www.canva.com
- Crello - <https://crello.com/create/posters/>
- Adobe Spark - <https://spark.adobe.com/make/posters>
- Venngage - <https://venngage.com/poster-maker/>
- Poster my wall <https://www.postermywall.com/>

References

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