

Muinín Catalyst STEAM Education for Sustainable Development and Futures Literacy

SDG14 The Future Of The Ocean



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

<p>4 QUALITY EDUCATION</p> 	<p>13 CLIMATE ACTION</p> 	<p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p> 	<p>17 PARTNERSHIPS FOR THE GOALS</p> 	<p> Science Foundation Ireland</p> <p> An Roinn Oideachais agus Scileanna Department of Education and Skills</p>
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SDG14 Media Communications



SDG14 Future of Ocean Health: 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

SDG14 Media Communication 2

Introduction to Poster Design



SDG14 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.

SDG14 Media Communication 2

Introduction to Poster Design



SDG14 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

SDG14 MM7 Media Communication - Poster Design references

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- Abram Games (no date) Home - abramgames. Available at: <https://www.abramgames.com> (Accessed 6 May 2024).
- Adobe Express (no date) Free Poster maker: Create a custom Poster. Available at: <https://www.adobe.com/express/create/poster> (Accessed 6 May 2024).
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- Arhipova, A. (2020) The art of Poster Design: goals, types and directions. Available at: <https://design4users.com/the-art-of-poster-design-goals-types-and-directions> (Accessed 6 May 2024).
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SDG14 Media Communication 2

Introduction to Poster Design



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- Lee, K. (2022) How to create shareworthy Twitter images and visuals. Available at: <https://buffer.com/library/twitter-images> (Accessed 6 May 2024).
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- Murrian, Samuel (2024) 50 Best movie posters of all time. Available at: <https://parade.com/1003052/samuelmurrian/best-movie-posters> Accessed 6 May 2024
- Nugent, John and Dyer, James (2018) The 50 Best Movie Posters Ever. Available at: <https://www.empireonline.com/movies/features/best-posters> (Accessed 6 May 2024)
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- Pixabay (2024) 143 free images of Save the Earth. Available at: https://pixabay.com/images/search/save%20the%20earth/?manual_search=1 Accessed 6 May 2024
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SDG14 Media Communication 2

Introduction to Poster Design



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Videos

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- Connick, Abi (2020) Social Media Poster Design | Watch me Design a Poster on Adobe Illustrator. Available at: <https://www.youtube.com/watch?v=iMLwdQoh9k8> (Accessed 6 May 2024).
- EarthAgain (2017) UN Sustainable Development Goals | Life Below Water (14). Available at: <https://www.youtube.com/watch?v=pBn8ZCQvFoo> (Accessed 6 May 2024).
- Hart, Nicki (2013) Designing posters: basic elements of a poster. Available at: <https://www.youtube.com/watch?v=8MD7iQKkOII> (Accessed 6 May 2024).
- Kalinska, Natalia (2021) How to use Canva for BEGINNERS! [FULL Canva Tutorial 2023]. Available at: <https://www.youtube.com/watch?v=un50Bs4BvZ8> (Accessed 6 May 2024).
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Introduction to Poster Design



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SDG14 Media Communication 2

Introduction to Poster Design



Media Communication 2

Introduction to Poster Design

Lesson 1: What is a Poster?

Subjects: Climate Action and Sustainable Development, Design, English, Enterprise, Science

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Lesson Title and Summary: 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.

Learners will develop transferable skills enabling them to feel confident and competent at disseminating / sharing ideas and reaching a target audience. They will also gain an awareness and develop their capacity for visual analysis.

Vocabulary: Disseminating Ideas, Target Audience, Visual Analysis

In this lesson, the learner will:

- understand what a poster is
- explore different poster styles and their functions
- learn how to analyse examples of good and bad poster design
- assess 3 posters to embed their understanding of poster design
- prepare to develop their poster

Materials

- Teacher's Guide: Poster good / bad examples Powerpoint
- Worksheet: Poster Style Worksheet
- Worksheet: Poster Analysis 1
- Flipped Classroom: Poster Analysis Samples
- Internet access



ACTIVITY INSTRUCTIONS

Activity 1: The basic principles of poster design (25 mins)

1. Introduce the task / assignment; to design a poster on a local issue, relevant to the SDGs topic / content that is the focus of the poster.
2. Use the PowerPoint Presentation to explore the concept of good and bad poster design.
3. As a class, learners discuss the examples until it is felt that the basic concepts are understood.

Activity 2: Basic poster analysis (25 mins)

1. Learners review the Poster Style Worksheet to identify the key aspects of different poster styles and their functions.
2. Learners will use the Poster Analysis to analyse 3 posters one from each of the styles, or use the Poster Sample Worksheet.
3. Discuss as a group, the key aspects of the specific poster styles.

Flipped Classroom - ask learners to complete the Flipped Classroom Poster Analysis task, read the information about primary and secondary research, and begin to research

- the SDG14 – ask learners to consider the SDG14 [1:18 mins]
<https://www.youtube.com/watch?v=pBn8ZCQvFoo>
- from their local perspective e.g. their town and Ireland
- ask them use the links on the worksheet for discussion in the next class.

REFLECTIVE EXERCISE: 3-2-1

- Three things they feel they have learnt from the exercise
- Two things they found most interesting and would like to explore more
- One – their opinion they have about the site / exercises

Media Communication 2 Introduction to Poster Design

Lesson 1 What is a Poster?



EXTENSION / REDUCTION ACTIVITIES:

Reduction: For a shorter class, reduce the length of Activity 1 and only undertake step 1 of Activity 2.

Extension: For a longer class, begin the Flipped Classroom activity for completion at home.

MEDIA BOX: (materials, online video links, extra resources, case studies etc)

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

- <http://graphicdesignjunction.com/2012/01/35-clever-poster-advertisement-ideas/>
- https://www.antikbar.co.uk/catalogue/images/PA0983_1_m.jpg
- <http://graphicdesignjunction.com/2012/01/35-clever-poster-advertisement-ideas/>

Film Posters

Entertainment critic and journalists choices

- <https://parade.com/1003052/samuelmurrian/best-movie-posters/>
- <https://www.empireonline.com/movies/features/best-posters/>

Set up a canva account in advance www.canva.com - see notes in module overview on setting up a Canva Education Account

Local Trip / Expertise / Additional Work and Assessments

Visit the local supermarket / community notice board and use the Poster Analysis Sheet to assess local posters.

Linked learning: (other modules / lesson plans)

- Media communication 1: video pre and post-production
- Media communication 3: Pecha Kucha presentation



PowerPoint Slides

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

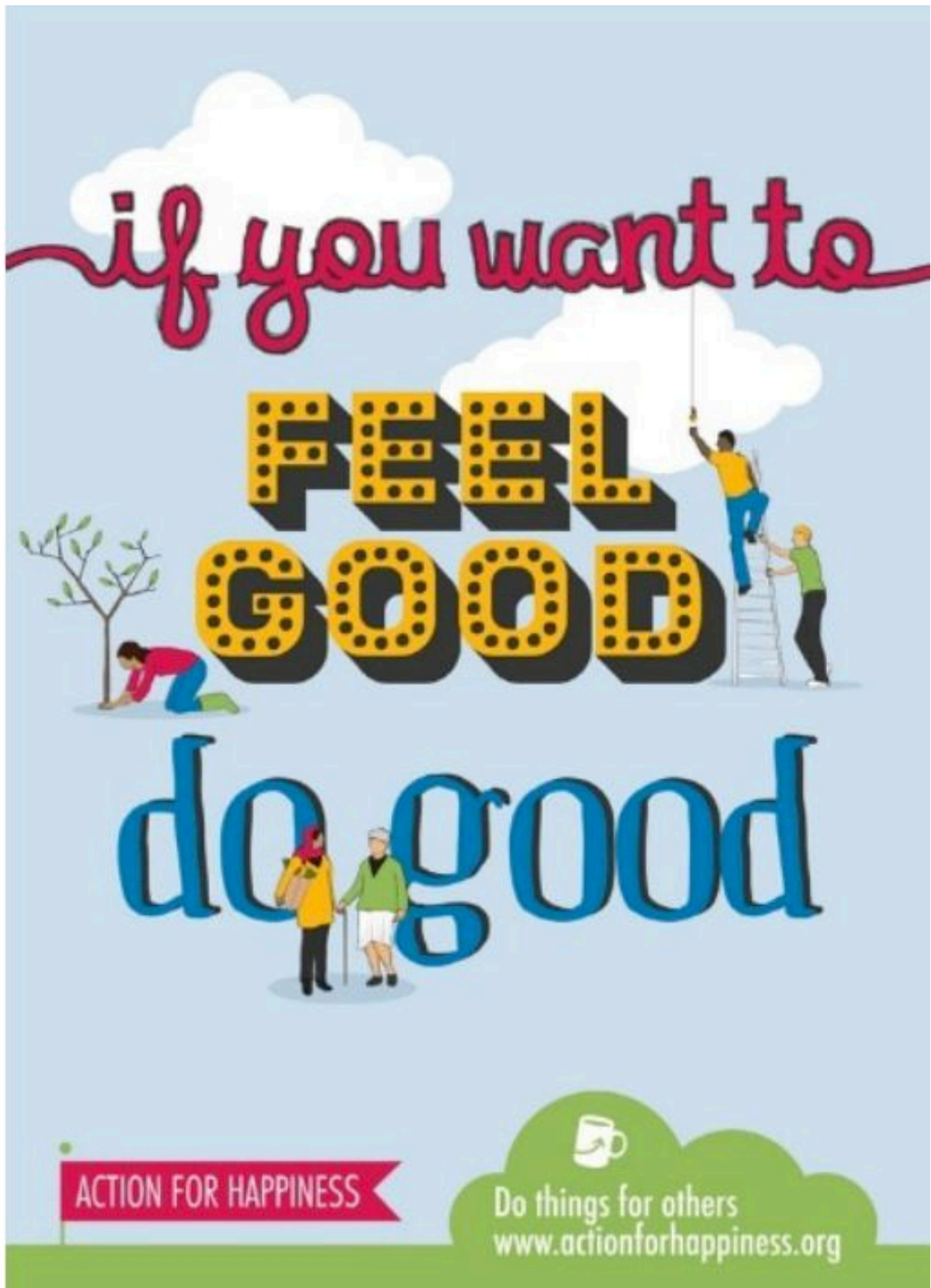
MM7: MC2 L1TG WHAT IS A POSTER?

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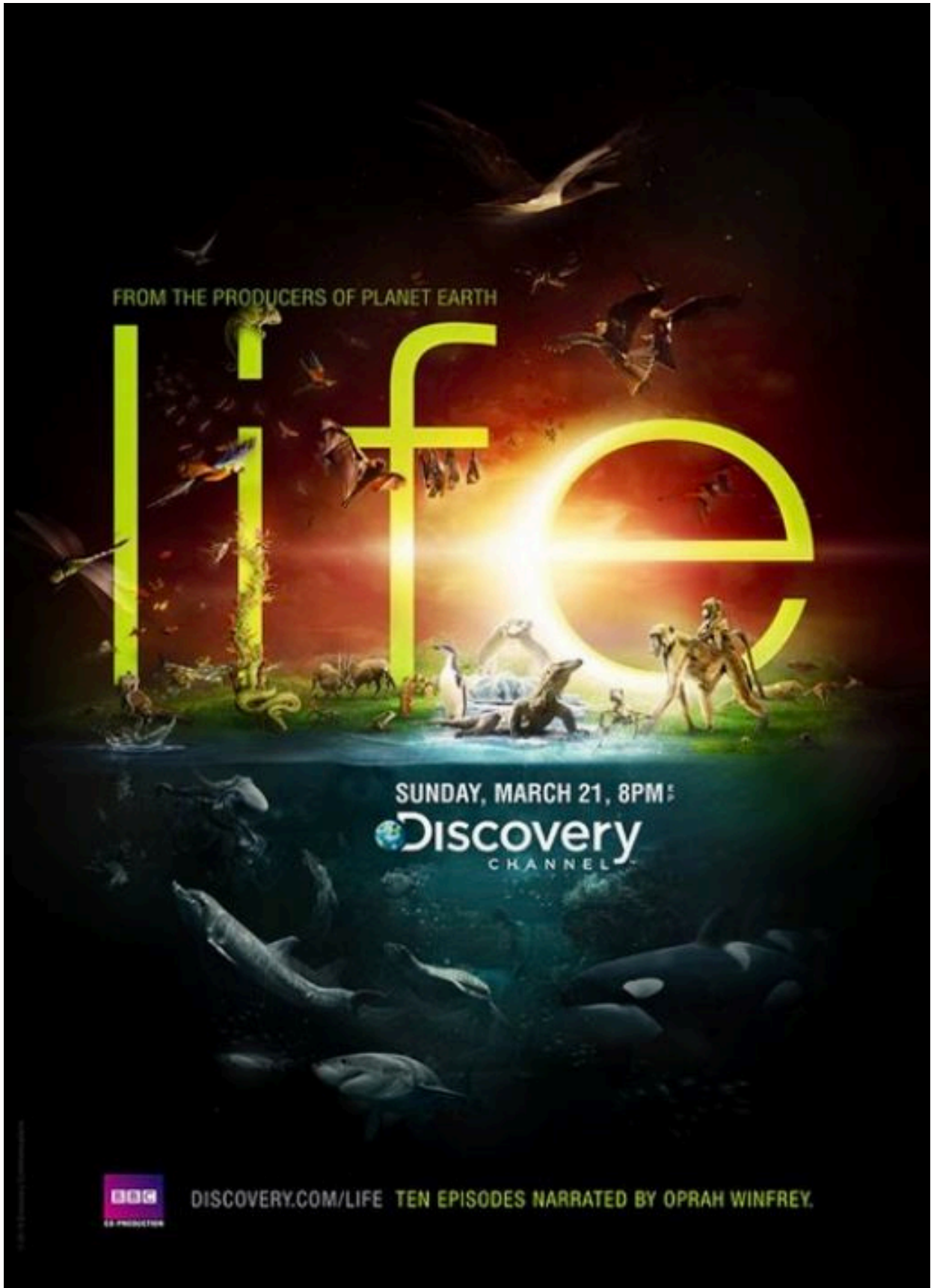


MM7: MC2 L1TG WHAT IS A POSTER?

14 LIFE BELOW WATER



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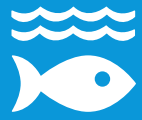
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7890 / EVENINGS: 01900 456458

EMAIL: bill.plumber_4791@hotmail.co.uk

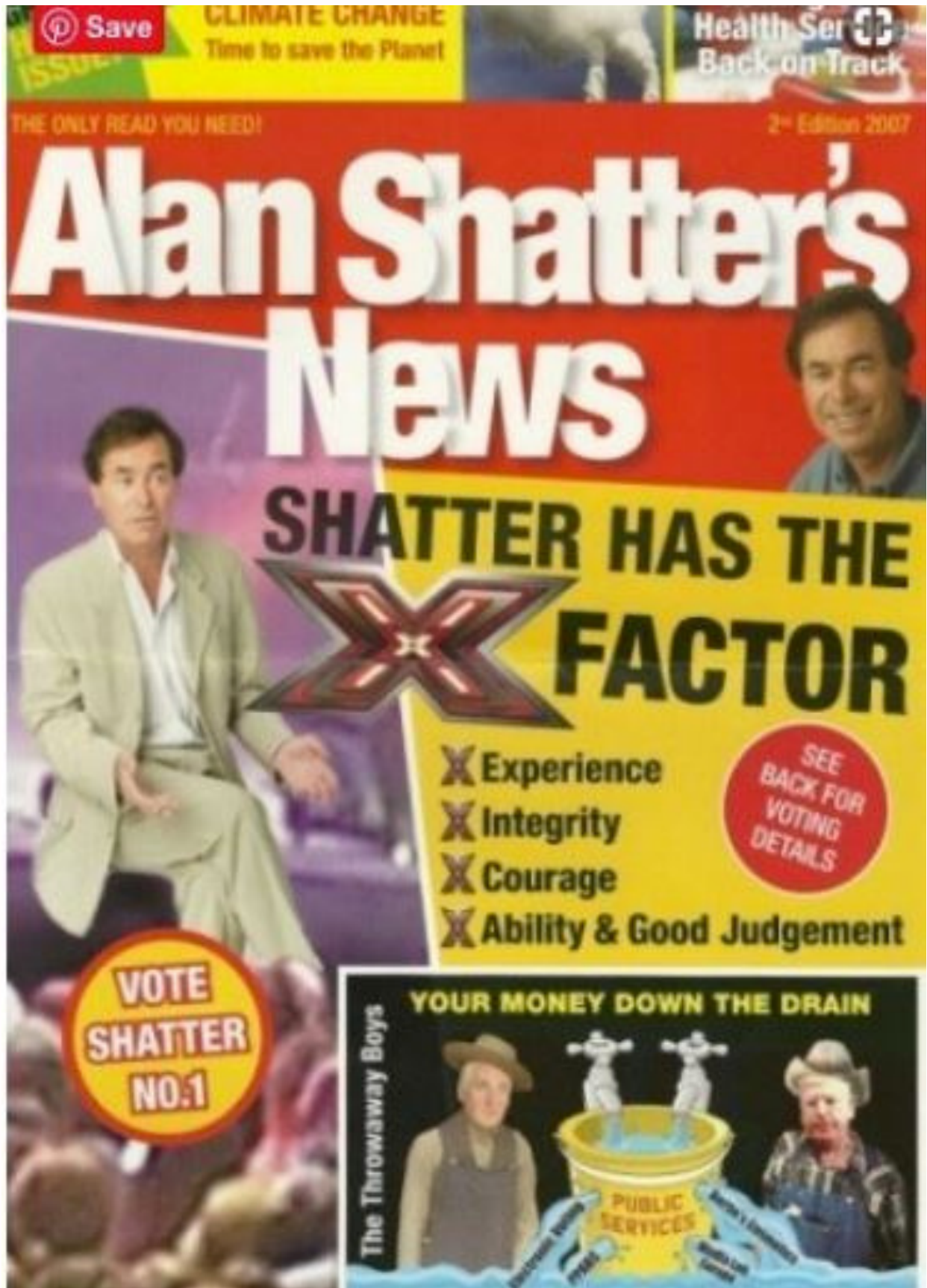


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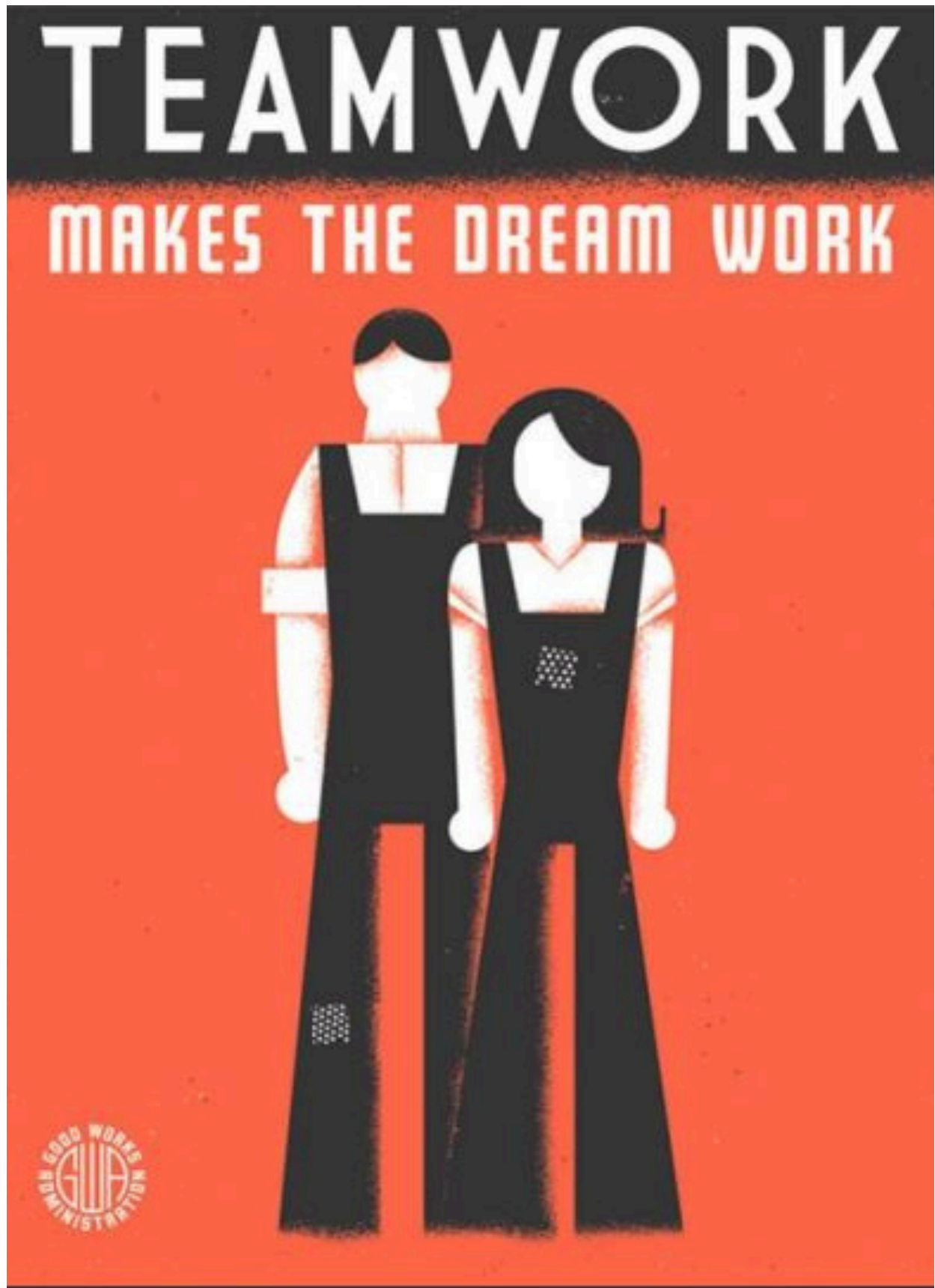


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Suits vs. Muzers
Suits vs. Muzers makes it difficult to move diagonally. The Turbo Touch 360 gives you the power to make diagonal moves on the net with no touch delay!

John Madden Football '03
Four plays call for tight control over the ball. The Turbo Touch 360 gives you low-speed, diagonal control over all your plays, when all football coaches might only show you down!

Madden Football '02
Downs make the playing condition and control becomes more important. With the Turbo Touch 360 you won't slip away, or struggle your thumb trying to turn on a dime and make the end zone.

Madden Football '01
The type of situation you need for the Turbo Touch 360 is more fast and tight to score. A short pass, and all football coaches won't make the grade. Real diagonal behind the net and try to bump it in the center of the end zone.

Madden Football '00
The Turbo Touch 360 gives you more power in all directions, with total circular control. Take full advantage of your skills for the net, then follow it for the end zone.

Madden Football '99
Now you can have tight control over your hands in an end zone. The Turbo Touch 360 makes it easy. Left, Right, and Up in a single thumb swing. The advantage is yours. Drive for the end zone.

Madden Football '98
You're an offensive line-up. Now it's not the time for your controller to let you down. The Turbo Touch 360's smooth Touch Pad lets you switch directions fast to follow out the toughest defensive line. Cut to the left (Upward) and go for the goal.

Madden Football '97
To be the best, you need a controller that gives you more access to the diagonals, as well as the circular direction. Use your right wing to pull your opponents off to the side (Upward) pass, shoot, and score for victory. The Turbo Touch 360 can make you a winner.

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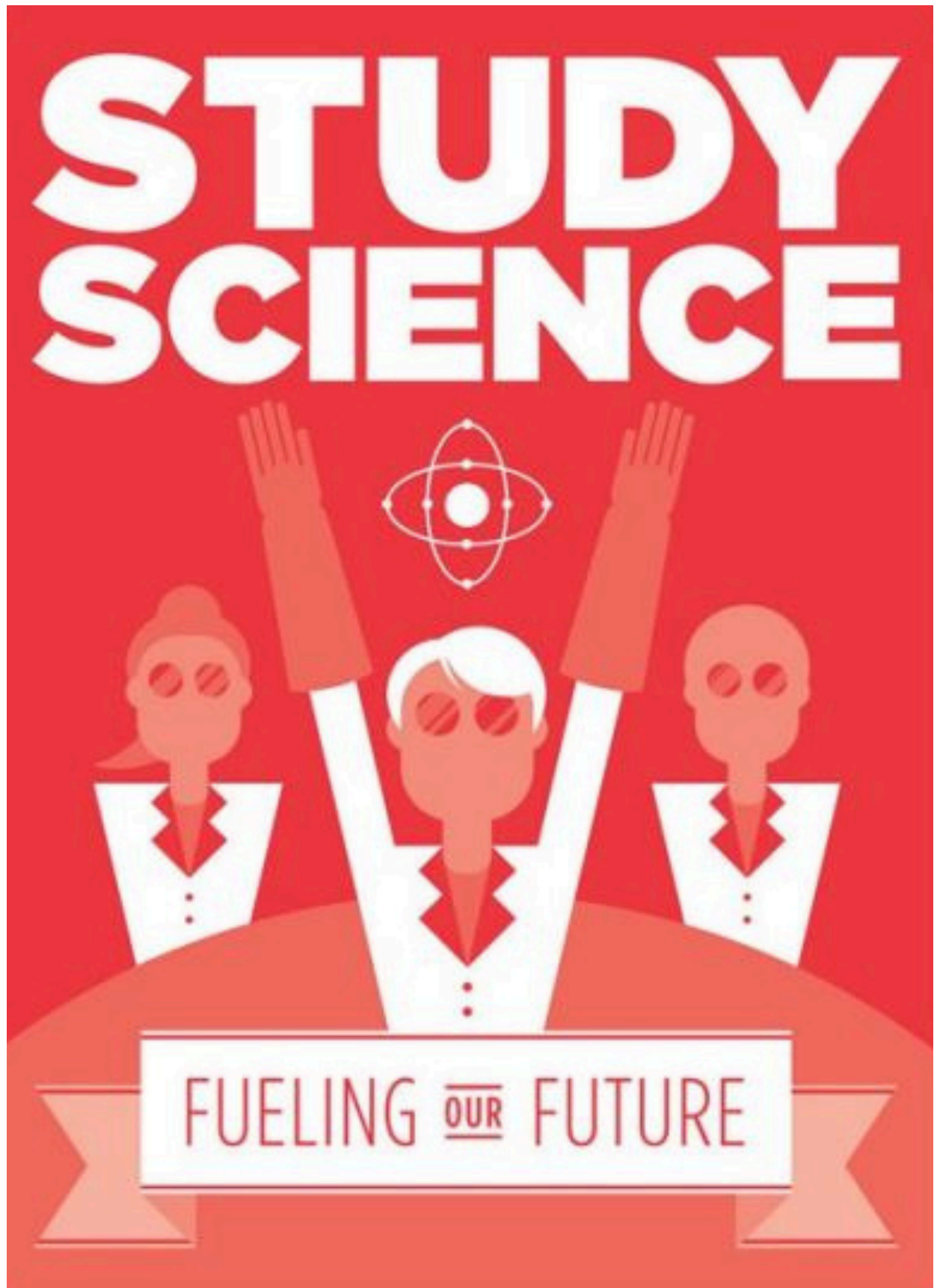
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CAR WASH



SATURDAY JUNE 8, 2006

FIVE DOLLARS

8:00 AM - 6:00 PM

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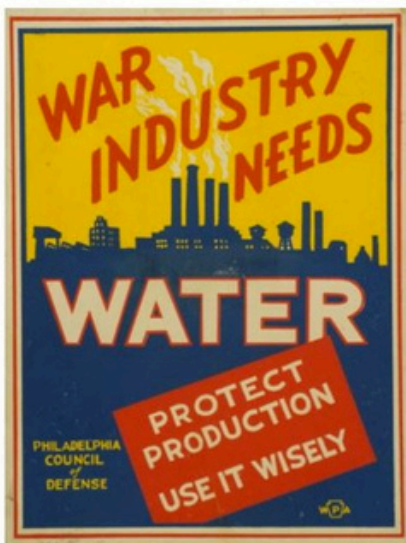
Poster Style Worksheet

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

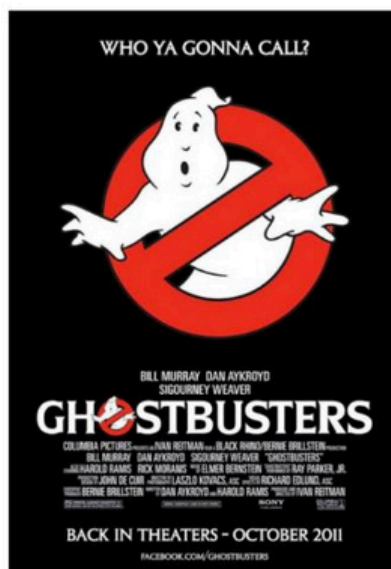
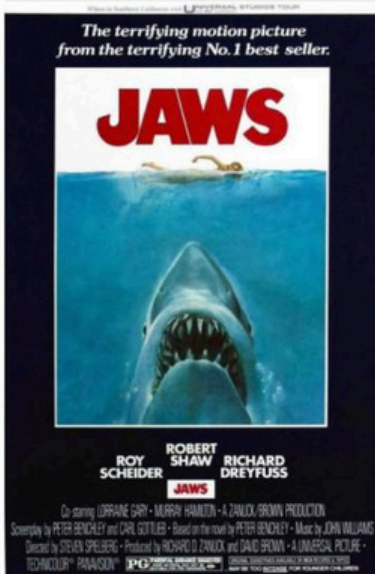
- <https://graphicdesignjunction.com/2012/01/35-clever-poster-advertisement-ideas/>
- https://www.antikbar.co.uk/catalogue/images/PA0983_1_m.jpg
- <https://graphicdesignjunction.com/2012/09/50-fresh-examples-of-advertising-posters/>



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/>



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



Poster Analysis Worksheet

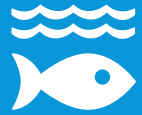
Select a poster from each of the poster style sheets or if using local resources from a community or library notice board.

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



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

MM7: MC2 L1WS WHAT IS A POSTER?

14 LIFE BELOW WATER



Poster Samples

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



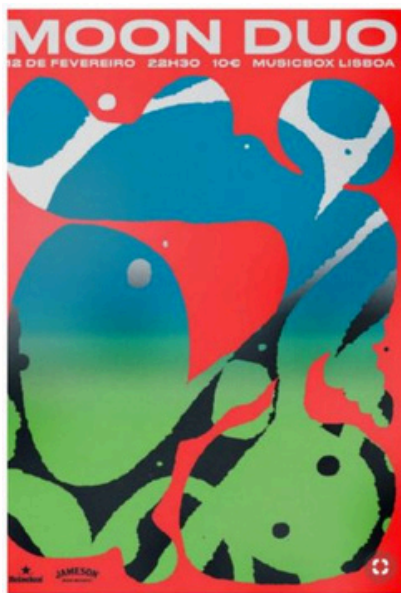
Mike Jones



K. Shivanagere



Alistar Palmer





Poster Samples

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



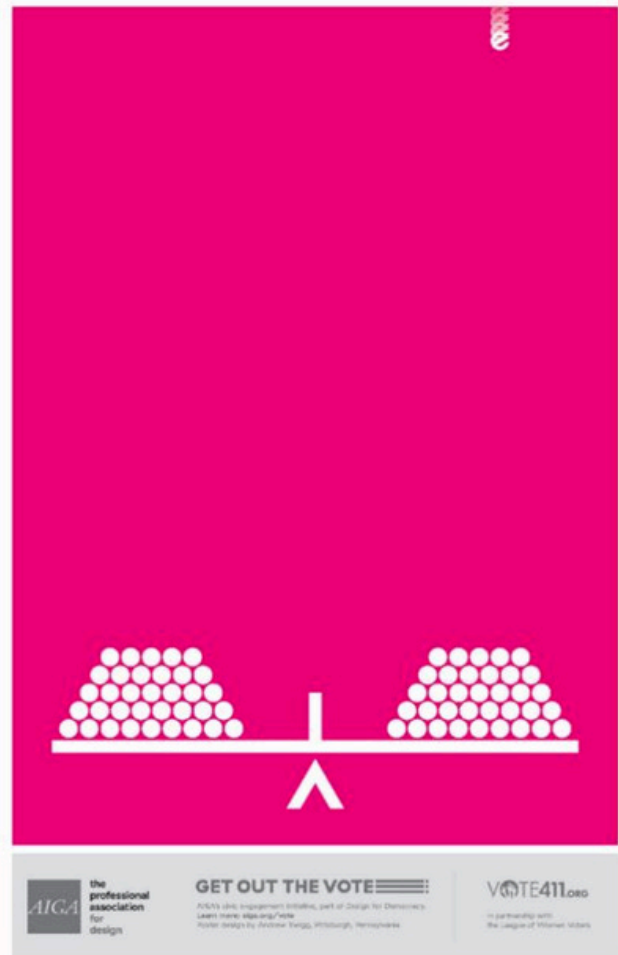


Poster Samples

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



Allison Glancey



Andrew Twigg

MM7: MC2 L1WS WHAT IS A POSTER?



Flipped Classroom

Select 3 different posters from the poster analysis samples you looked at in class

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



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://opendevlopmentmekong.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

SDG14 Media Communication 2

Introduction to Poster Design



Media Communication 2: Introduction to Poster Design

Programme Phase 3 - Implementation

Lesson 2: Poster Creation

Subjects: Climate Action and Sustainable Development, Design, English, Enterprise, Science

Lesson Title and Summary: Creating Your Poster

In this lesson, learners will explore SDG 14 within their local / national context with a view to selecting a local or national SDG14 issue as the topic of their poster.

They will develop their ideas using the discussion and research from the Flipped Classroom activity.

Vocabulary: Analysis Pinboards, Primary and Secondary Research, Typography

In this lesson, the learner will:

- develop their ideas following on from the Flipped Classroom discussion
- consider typography
- begin to develop their poster topic ideas and styles
- develop their primary and secondary research skills within their poster preparation
- set up a Pinterest account for their design ideas

Materials

- Lesson 1 Flipped Classroom: Learner's completed activities for discussion
- Lesson 1 Poster Samples for reflection and discussion
- Worksheet Step-by-Step Poster Design

4 QUALITY EDUCATION



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Media Communication 2: Introduction to Poster Design

L2 Poster Creation



ACTIVITY INSTRUCTIONS

Activity 1 Flipped Classroom Discussion – (25 mins)

1. Discuss the posters analysed in small groups, then have each group select a poster to present and discuss using the three key points:

- What was attention grabbing about the poster?
- What was the message / information being given?
- Was their and action / request or who was the audience?

2. Discussion around the SDGs – visuals, the information given

3. As a class, begin to discuss local issues relevant to the SDGs – try to get one for each goal.

Activity 2 Poster Design Preparation (25 mins)

1. Show learners the video – '6 tips for type in 1 minute'

2. Learners begin to work on their own posters – using the Step-by-Step Poster Design.

3. Select an SDG 14 local /national issue and consider the primary / secondary research that might be needed.

4. Learners to set up a Pinterest account - each of them should do this with their own emails as they can use this in other classes. Alternatively, you can set up an education account with a generic email and have them all use this,

- Create a Pinterest Account for Your School in 5 Easy Steps
 - Sign up at [Pinterest.com](https://www.pinterest.com). Start the process by heading to www.pinterest.com. ...
 - Customize your account. Just because your account is setup, doesn't mean you're ready to share it with the world.
 - Create your boards and pins.
 - Keep pinning.

5. Learners to begin listing the research needed for their poster and save any online research required and save in their Pinterest account.

REFLECTIVE EXERCISE: 3-2-1 (10 mins)

- Three things they feel they have learnt from the exercise
- Two things they found most interesting and would like to explore more
- One – their opinion they have about the site / exercises

Use post-its or a mentimeter www.menti.com to gather learners reflections

Media Communication 2: Introduction to Poster Design

L2 Poster Creation



EXTENSION / REDUCTION ACTIVITIES:

Reduction: For a shorter class, reduce the length of Activity 1 and ask learners to complete Activity 2 at home in preparation for the next class.

Extension: For a longer class, learners can begin the three-step digital poster design if they have the required research completed.

MEDIA BOX: (materials, online video links, extra resources, case studies etc)

Set up a pinterest account www.pinterest.com - develop a Pinterest board to gather secondary research from the Internet. <https://www.schoolnow.com/blog/create-a-pinterest-account-for-your-school-in-5-easy-steps>

6 tips for type in one minute [1:32min] https://www.youtube.com/watch?v=31SEyVVT_rU

Resources for teachers

How To Use Canva For BEGINNERS! [FULL Canva Tutorial 2021] [1:39:54min]

<https://www.youtube.com/watch?v=un50Bs4BvZ8>

20 CANVA TIPS AND TRICKS 2021 You Wish You Knew Earlier | Canva Tutorial For Beginners [16:15min] <https://www.youtube.com/watch?v=qgpmYZpsY0A>

45 Canva Tips & Tricks | Canva Tips for Beginners | Tutorial Canva [32:07min]

<https://www.youtube.com/watch?v=UBnDYpmRv7s>

10 Pro Tips for perfect Typography

<https://www.creativeblog.com/typography/pro-tips-flawless-typography-5132670>

Local Trip / Expertise / Additional Work and Assessments

Learners can begin to consider any visits they need to make to gather any primary research required, e.g. photographs or information from people depending on the theme of their poster. If not already done, go to a local supermarket to analyse the notice board and discuss;

- The Context.
- What sort of posters / notices are there?
- Who might use this board? Use this to begin discussing where their posters might be displayed.
- Do any of the posters stand out? If so, why?
- Select one or two of the posters / notices to discuss

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

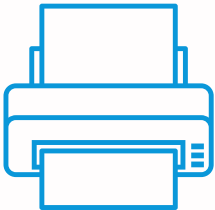
HEADINGS - YOUR HEADLINE LOUD AND CLEAR

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 processing 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>



Planning Resources

ETBI Resources <https://library.etbi.ie/presentations/posters>

Great Research Poster Design Resources. <https://pin.it/7znBMumM3>

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
Login and search for
 - Unicef Ireland Youth - Sustainable Development Goals <https://pin.it/1QpiWhQRa>
 - Green Business Hq Environmental Education <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>

SDG14 Media Communication 2

Introduction to Poster Design



Media Communication 2: Introduction to Poster Design

Phase 3 Implementation

Lesson 3: Creating Your Poster 2

Subjects: Climate Action and Sustainable Development, Design, English, Enterprise, Science

Lesson Title and Summary: Creating Your Poster 2

In this lesson, students will explore the core elements of poster design by developing their own poster using Canva. They will develop an awareness of visual language, graphic design, layout and messaging.

Vocabulary: Audience, Graphic Design, Layout, Message, Visual Language / Literacy

In this lesson, the learner will:

- gain an awareness of Graphic Design
- develop their skills and capacity within visual language / visual literacy
- begin to develop their ideas using Canva
- undertake the three- step poster design process
- show their learning through their poster design, integrating the analysis, and design principles

Materials

- Resource Sheet: Poster Resources
- Lesson 2 Worksheet: Step-by-Step Poster Design

4 QUALITY EDUCATION



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Media Communication 2: Introduction to Poster Design

MC2: Lesson 3 Create Your Poster 2



ACTIVITY INSTRUCTIONS

Activity 1: Digital Designs (50 mins)

1. Go through the Three-Step Poster Design Worksheet with the learners before they set up their digital account.
2. Discuss 1 - 2 examples from the media box using the worksheet to consider their success as a poster.

See notes in the module overview about setting up an education account in advance of the module, which you can invite your class, or if they want to and individual account they can go to

- <https://www.canva.com/> and create an account.

NB: it should be noted that with a free account any outputs will have a watermark and need to be paid for. With an education account all assets are free.

3. Whether working within the class education account or setting up a personal account, learners can work through the following four steps:

- <https://www.canva.com/create/posters/>
- Select your poster style or template
- Select Main Image
- Add the Message

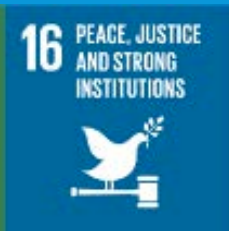
2. If using a template, learners should adapt this rather than simply adding content.
3. Remind students of the Step-by-Step Poster Design Worksheet and integrating the key design principles – Distilling, Defining and Organising their information, targeted to their audience.

REFLECTIVE EXERCISE: 3-2-1

- Three things they feel they have learnt from the exercise
- Two things they found most interesting and would like to explore more
- One – their opinion they have about the site / exercises

Media Communication 2: Introduction to Poster Design

MC2: Lesson 3 Create Your Poster 2



EXTENSION / REDUCTION ACTIVITIES:

Reduction: For a shorter class, work on their posters with the time available and continue working for a further 2-3 week's worth of class time.

Extension: For a longer class, show extracts from one Canva's tips videos on designing / posters after before learners begin.

MEDIA BOX: (materials, online video links, extra resources, case studies etc)

Examples of posters that link to the Sustainable Development Goals for idea reference – these could be added to a Pinterest board and shared with students.

16 Environmental Awareness Posters & Advertisements

<https://www.uptime.com/blog/16-environmental-awareness-posters-advertisements/>

40 Mental Health Day 2016

<https://www.askideas.com/40-world-mental-health-day-2016-wish-pictures-and-photos/>

36 Gender Equality Posters, Loreto College, Bray

<https://8020.ie/projects/use-your-art-gender-inequality/>

St Mary's Colchester – World Ocean Day 2020 scroll down to see student posters

<https://www.stmaryscolchester.org.uk/2020/06/09/students-recognise-the-importance-of-world-oceans-day/>

Biodiversity Posters

<https://www.biodiversityireland.ie/resources/other/>

Sustainable development posters

<https://in.pinterest.com/ashithathampi97/posters-on-sustainable-development/>

Local Trip / Expertise / Additional Work and Assessments

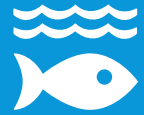
An exhibition of their work could be part of their assessment process.

Students can begin to consider the possibility for showing their work in the public realm, which could be in the local library, community centre, or a poster trail through their local town.

Students could undertake an audit of locations that might be suitable and begin the process of gaining permission. This could also be a task undertaken as part of a GAISCE project or co-ordinate and produce a student poster exhibition.

LESSON 3 CREATING YOUR POSTER 2

14 LIFE BELOW WATER



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

- Design4Users <https://design4users.com/the-art-of-poster-design-goals-types-and-directions/>
- Poster Artists https://en.wikipedia.org/wiki/List_of_poster_artists/