Muinín Catalyst STEAM Education for Sustainable Development and Futures Literacy

SDG2 The Future Of Food

Programme Phase 3: Implementation

Micro-Module 7: Media Communication 2 - Poster

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

An Roinn Oideachais
Department of Education

SFI Discover
Science Foundation Ireland

SDG2 Media Communication

SDG2 The Future of Food

Micro-Module 2:

Poster Design

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

Micro-module Summary: Media Communication: 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.

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

SDG2 Media Communication

Media Communication 2 – Poster Design

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.

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

Using the resources

If you wish to use these resources, we can offer an induction, forward planning and online support throughout the module to help you plan integration into your projects and timetable. To register for this option, please contact e: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 setup on your school's virtual learning environment such as Teams, Google Classroom, etc. Learners are encouraged to upload documents to share with their peers.

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

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.

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Media Communication 2 – Poster Design

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MC2: LESSON 1 WHAT IS A POSTER?

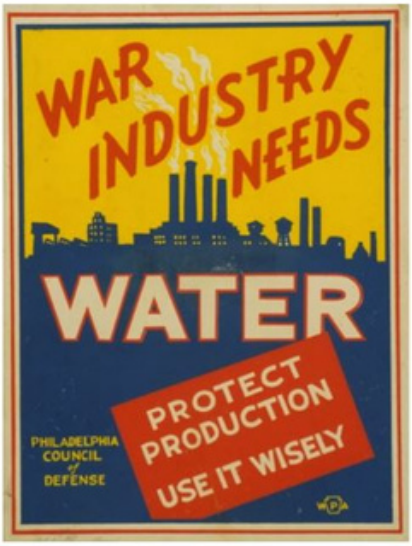
Poster Style Worksheet

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.

MC2: LESSON 1 WHAT IS A POSTER?

Poster Style Worksheet

Propaganda and Political Posters

- https://www.abramgames.com official war poster designer
- http://www.ridebuzz.org/wartime_conservation 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

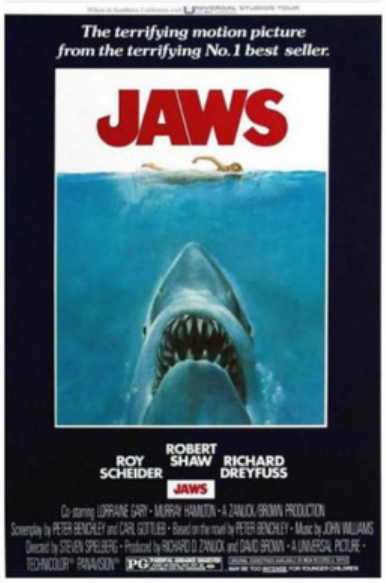
- https://graphicdesignjunction.com/2012/01/35-clever-poster-advertisement-ideas/
- https://www.antikbar.co.uk/catalogue/images/PA0983_1_m.jpg
- https://graphicdesignjunction.com/2012/09/50-fresh-examples-of-advertising-posters/

MC2: LESSON 1 WHAT IS A POSTER?

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.



1. 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?

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?

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

MC2: LESSON 1 WHAT IS A POSTER?

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?

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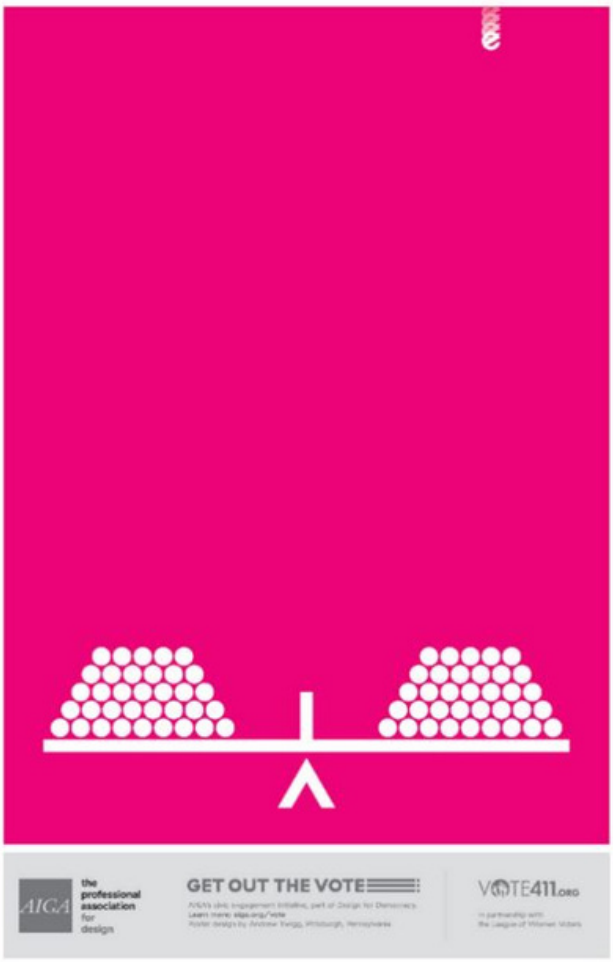
Allison Glancey



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.

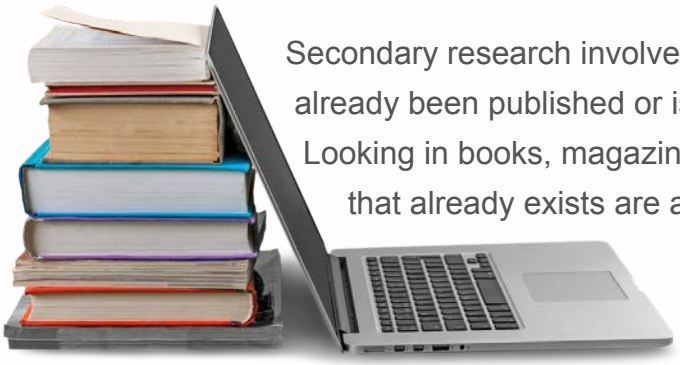
MC2: LESSON 1 WHAT IS A POSTER?

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?

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

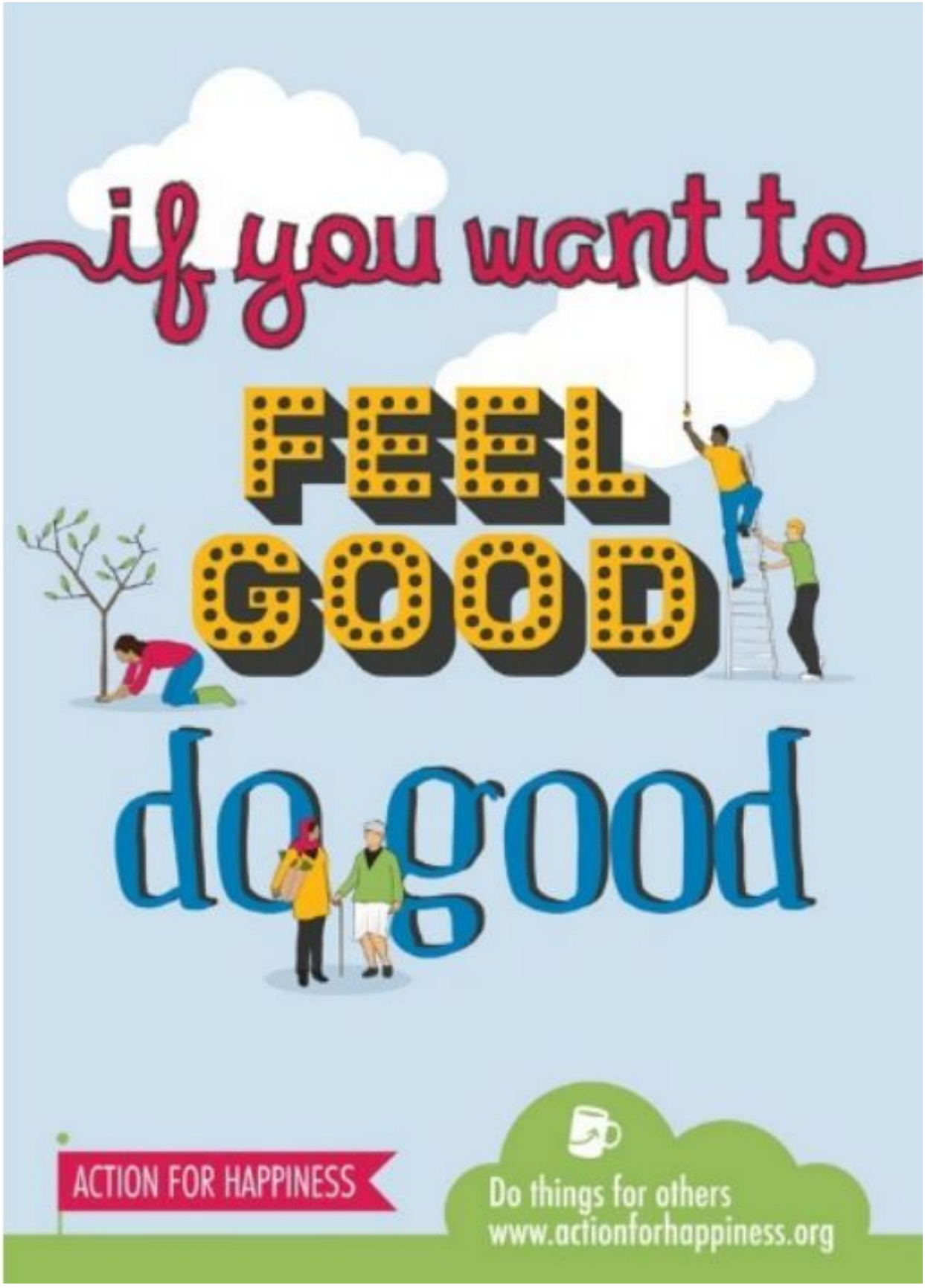
MC2: LESSON 1 WHAT IS A POSTER?

PowerPoint Slides

MC2: LESSON 1 WHAT IS A POSTER?

2 ZERO HUNGER

PowerPoint Slides



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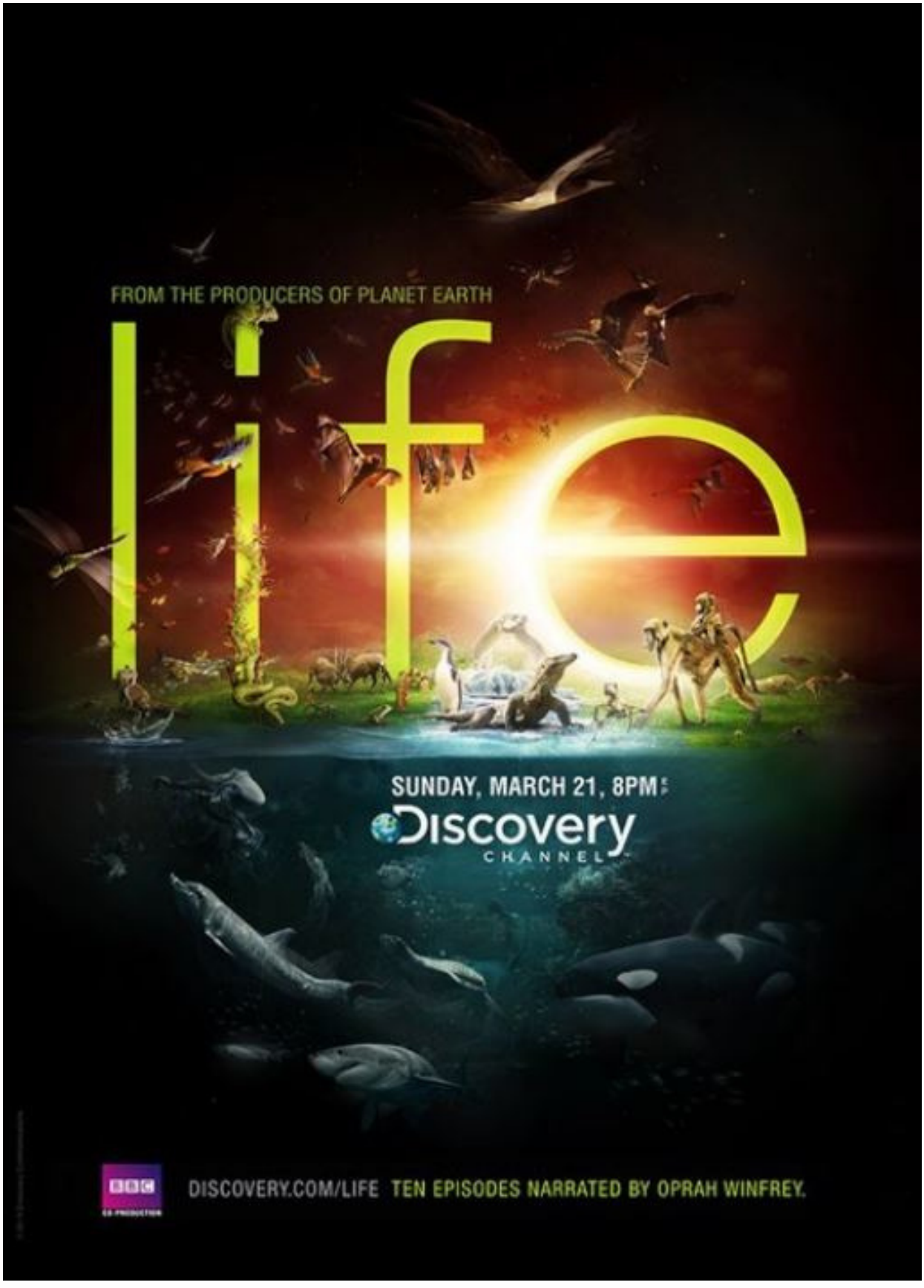
PowerPoint Slides



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PowerPoint Slides

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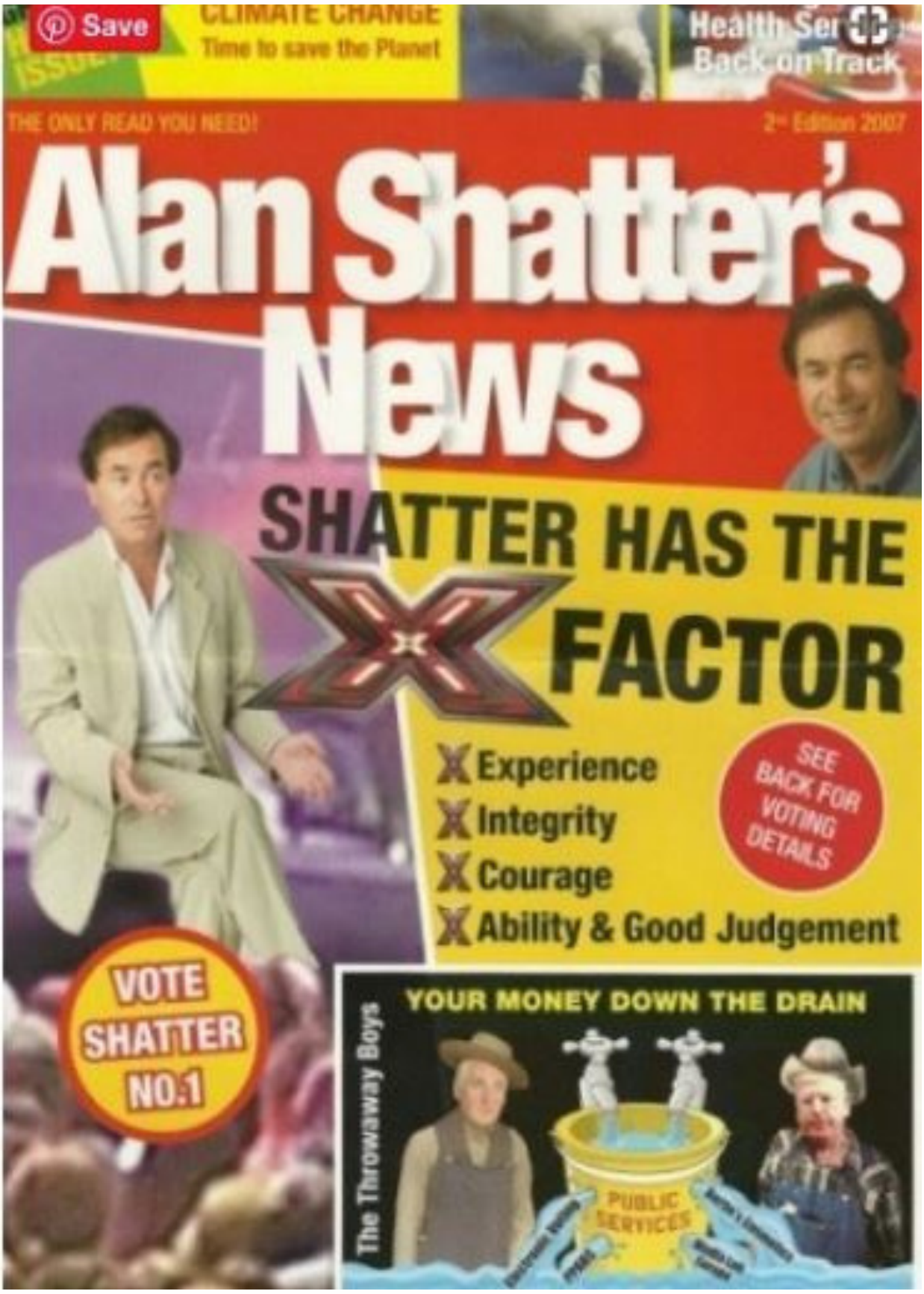

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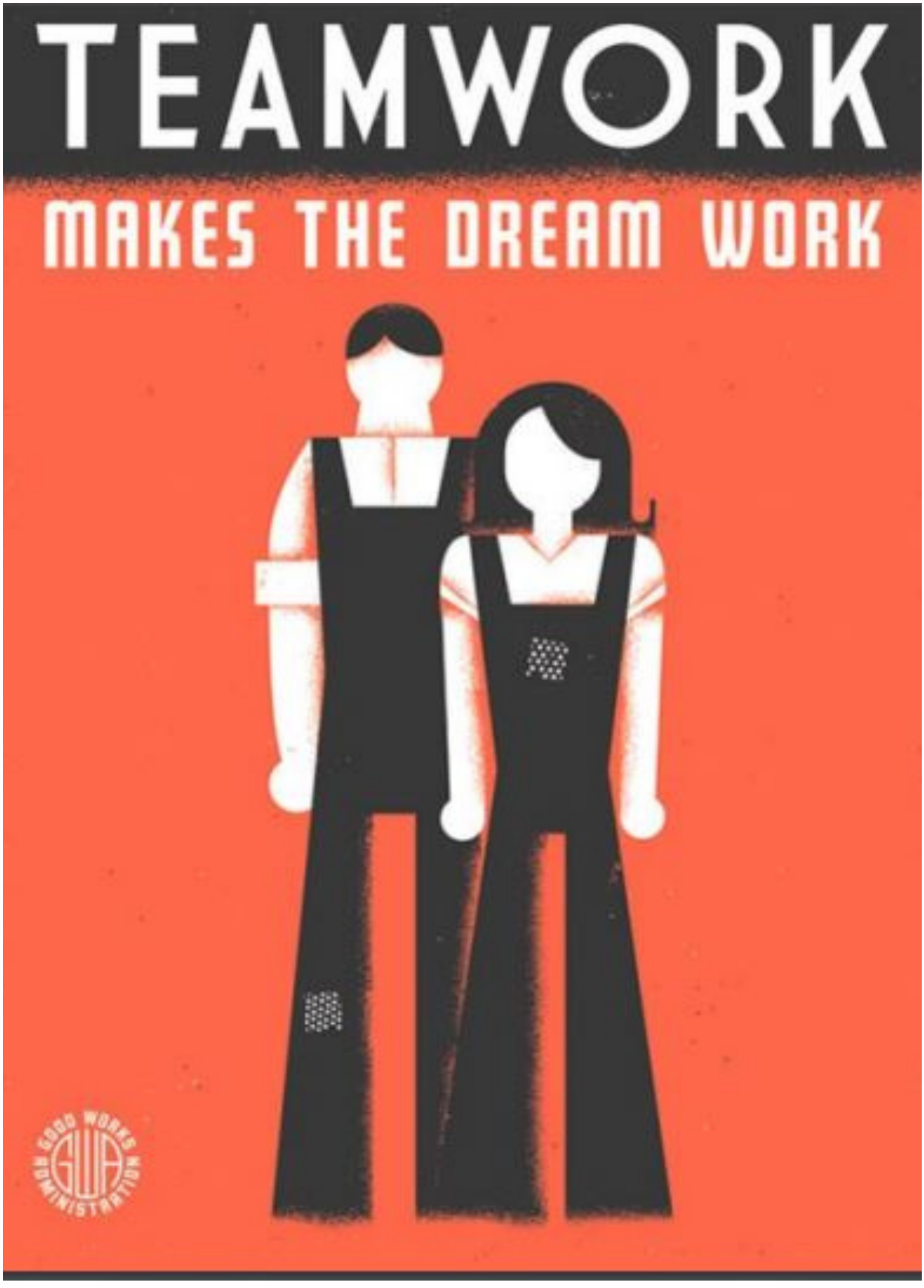

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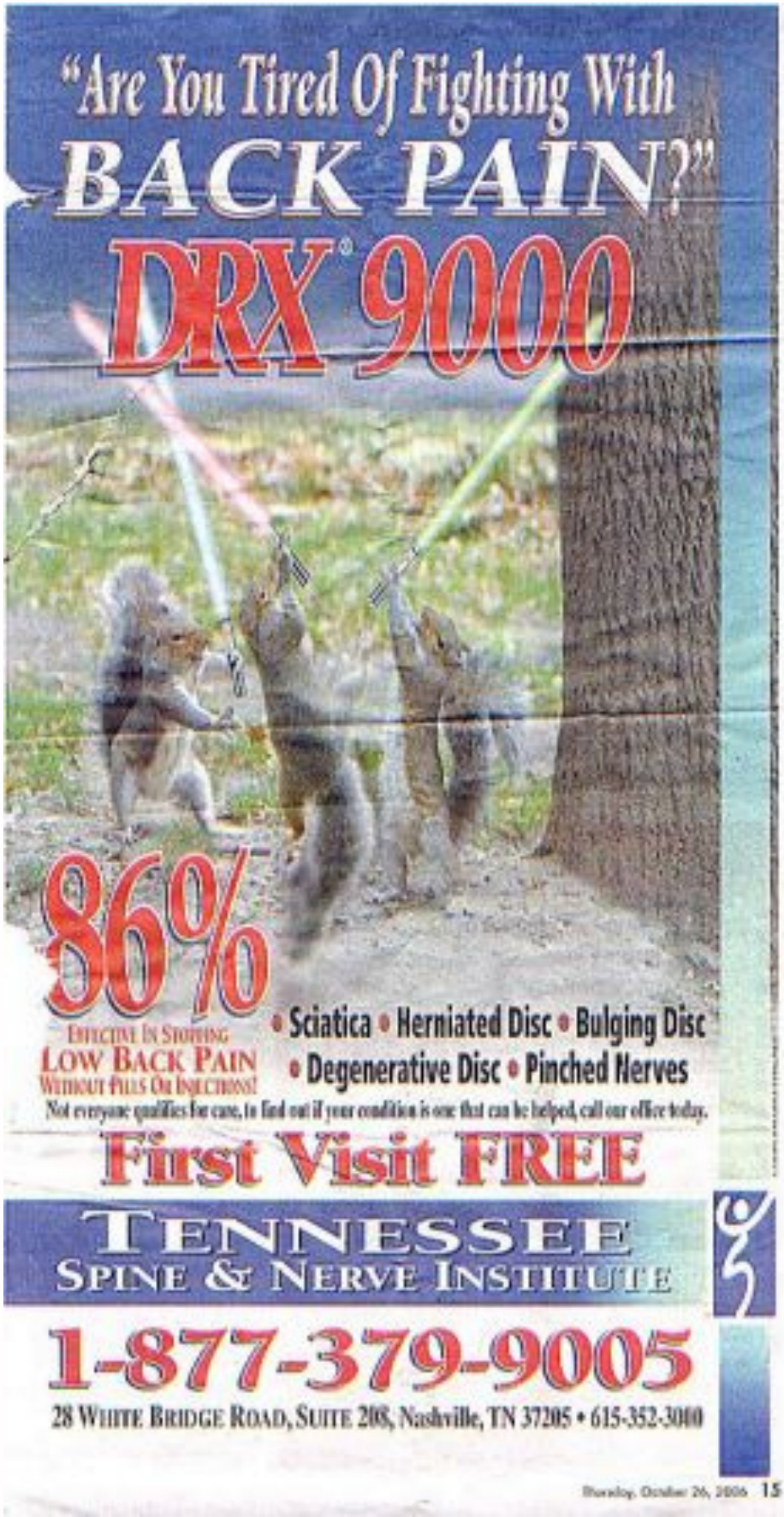

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2 ZERO HUNGER

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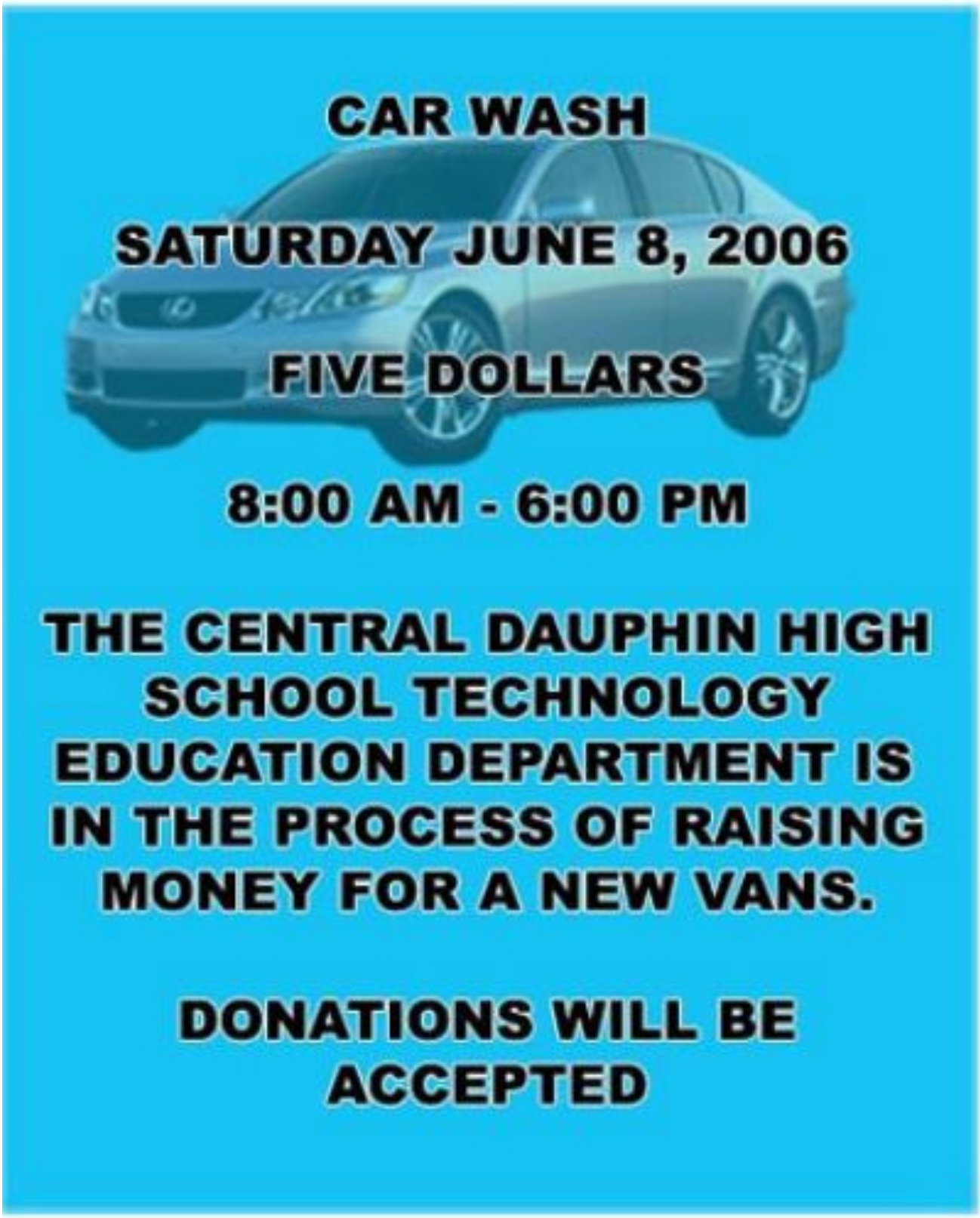


LESSON 2 WORKSHEET CREATING YOUR POSTER

Step-by-Step Poster Design Worksheet

Pre-production - before you start designing your poster

Who is your audience? [Defining]

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

Do you need to do some research?

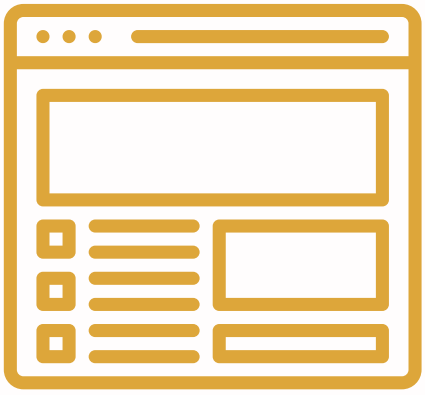
What is your message? [Distilling]

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 standout.
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

LESSON 2 WORKSHEET CREATING YOUR POSTER

Step-by-Step Poster Design Worksheet

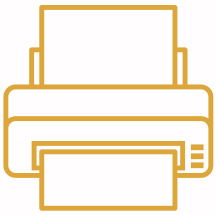
HEADINGS - YOUR HEADLINE LOUD AND CLEAR

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

LESSON 2 WORKSHEET CREATING YOUR POSTER

SDG Resources

- United Nations SDGs https://sustainabledevelopment.un.org/sdgs
- SDG Target Images https://opendevelopmentmekong.net/topics/sustainabledevelopment-goals and click on SDG drop-own 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
- https://www.pinterest.ie/UNICEFIRELANDYOUTH/sustainabledevelopment-goals/
- https://www.pinterest.ie/greenbusinesshq/environmentalposters/
- 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

Remember if using any sources - check the permissions to use and cite your references

MC2: LESSON 3 CREATING YOUR POSTER 2

Poster Resources

Tutorials

- Design Fundamentals https://www.youtube.com/watch?v=YqQx75OPRa0&ab_channel=GCFLearnFree
- Colour https://www.youtube.com/watch?v=_2LLXnUdUIc
- 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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- Poster Artists https://en.wikipedia.org/wiki/List_of_poster_artists/