

SDG12 Media Communication 2

Micro-Module 7: 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
- Worksheet: Step-by-Step Poster Design

4 QUALITY
EDUCATION



13 CLIMATE
ACTION



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS



MC2: Introduction to Poster Design

Lesson 3 Creating 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 3: Introduction to Poster Design

Lesson 3 Creating 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.uptprinting.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.

Learners 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.

Learners 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.



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/