

SDG14 Media Communication 2

Introduction to Poster Design



Media Communication 2: Introduction to Poster Design

Implementation

Lesson 2: Creating Your Poster

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

- Worksheet Poster Analysis Sheet 2
- Sample Sheet Poster Analysis
- Worksheet Step-by-Step Poster Design

4 QUALITY EDUCATION



13 CLIMATE ACTION



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



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ACTIVITY INSTRUCTIONS

Activity 1 Flipped Classroom Discussion – (30 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

- 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

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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)

Resources to show in class

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.creativebloq.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 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>