

SDG14 Media Communication 2

Introduction to Poster Design



Media Communication 2

Create a Research Poster

Implementation

Lesson 1: What is a Poster?

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

4 QUALITY EDUCATION



13 CLIMATE ACTION



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



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

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

Media Communication 2: Introduction to Poster Design

Lesson 1 What is a Poster?



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

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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)

Resources for teachers to project images for discussion:

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

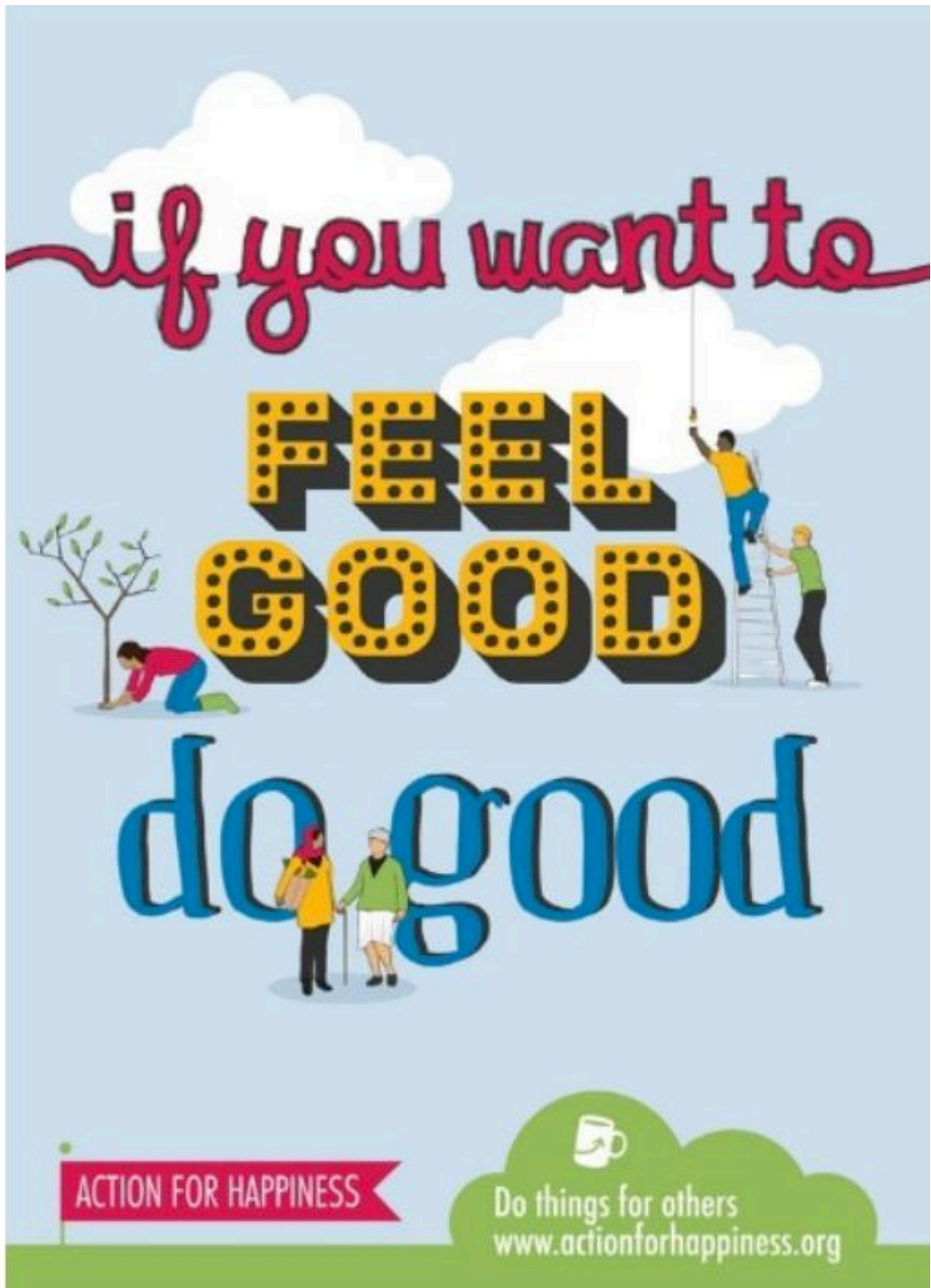


PowerPoint Slides

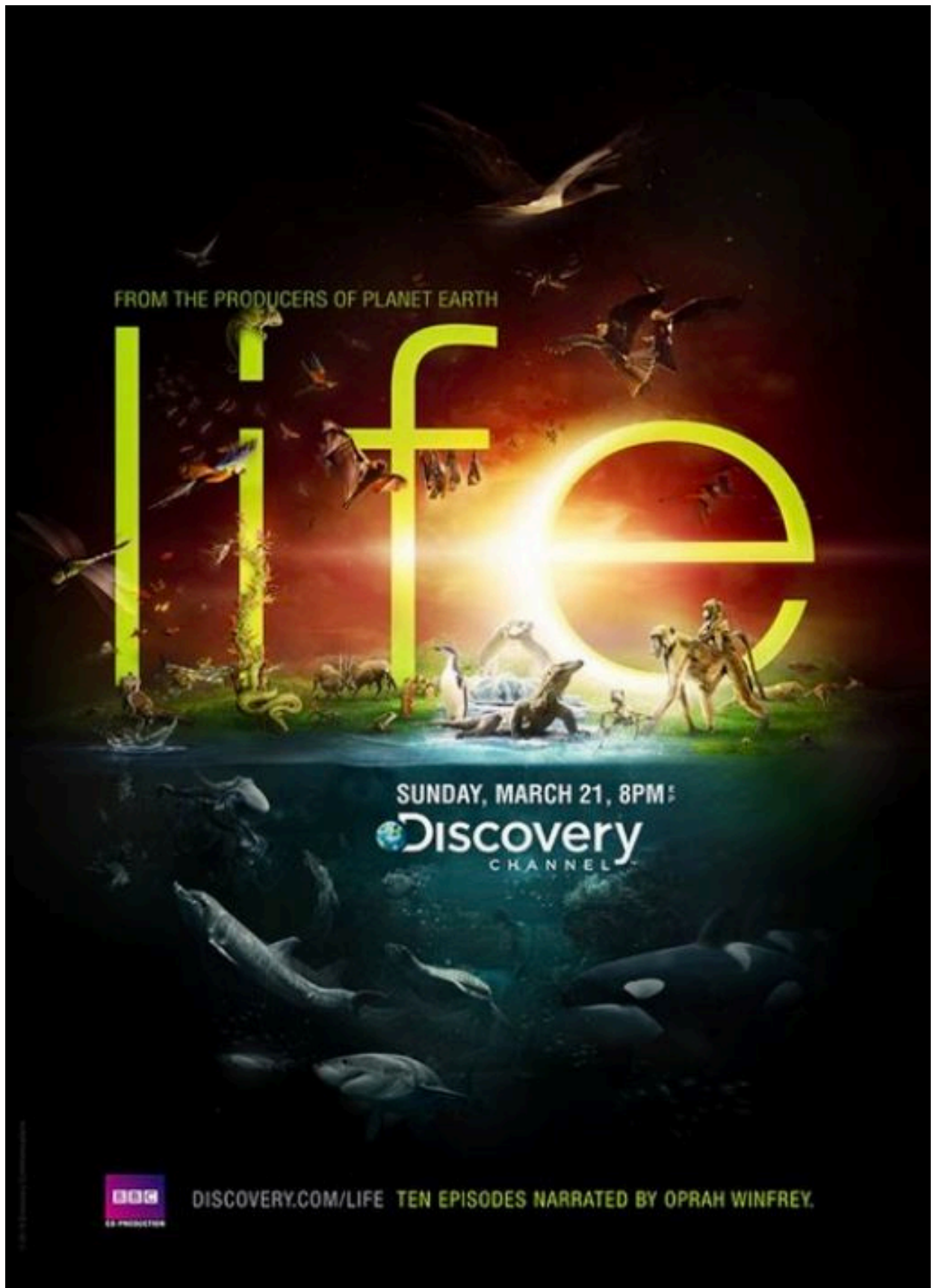




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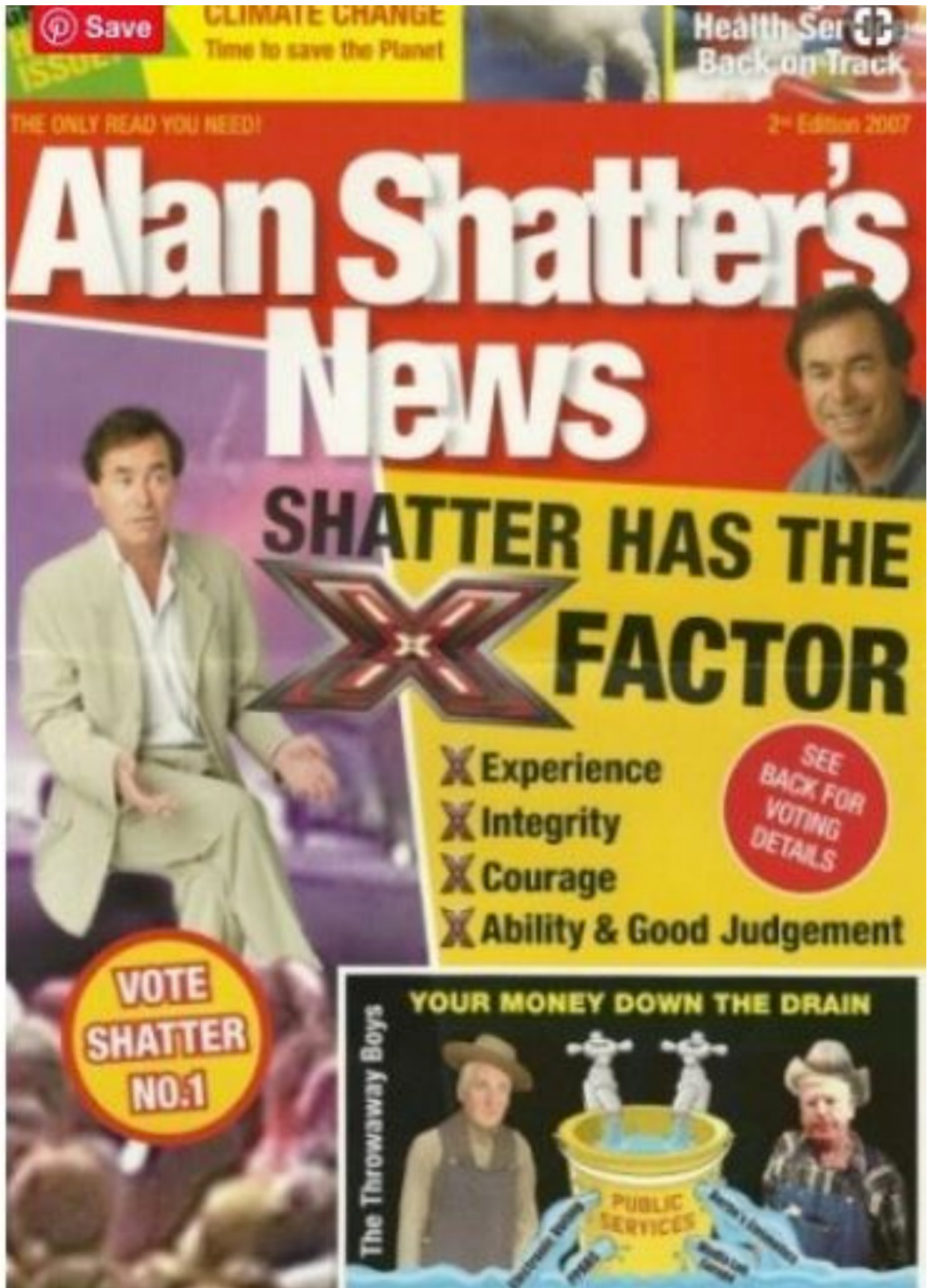
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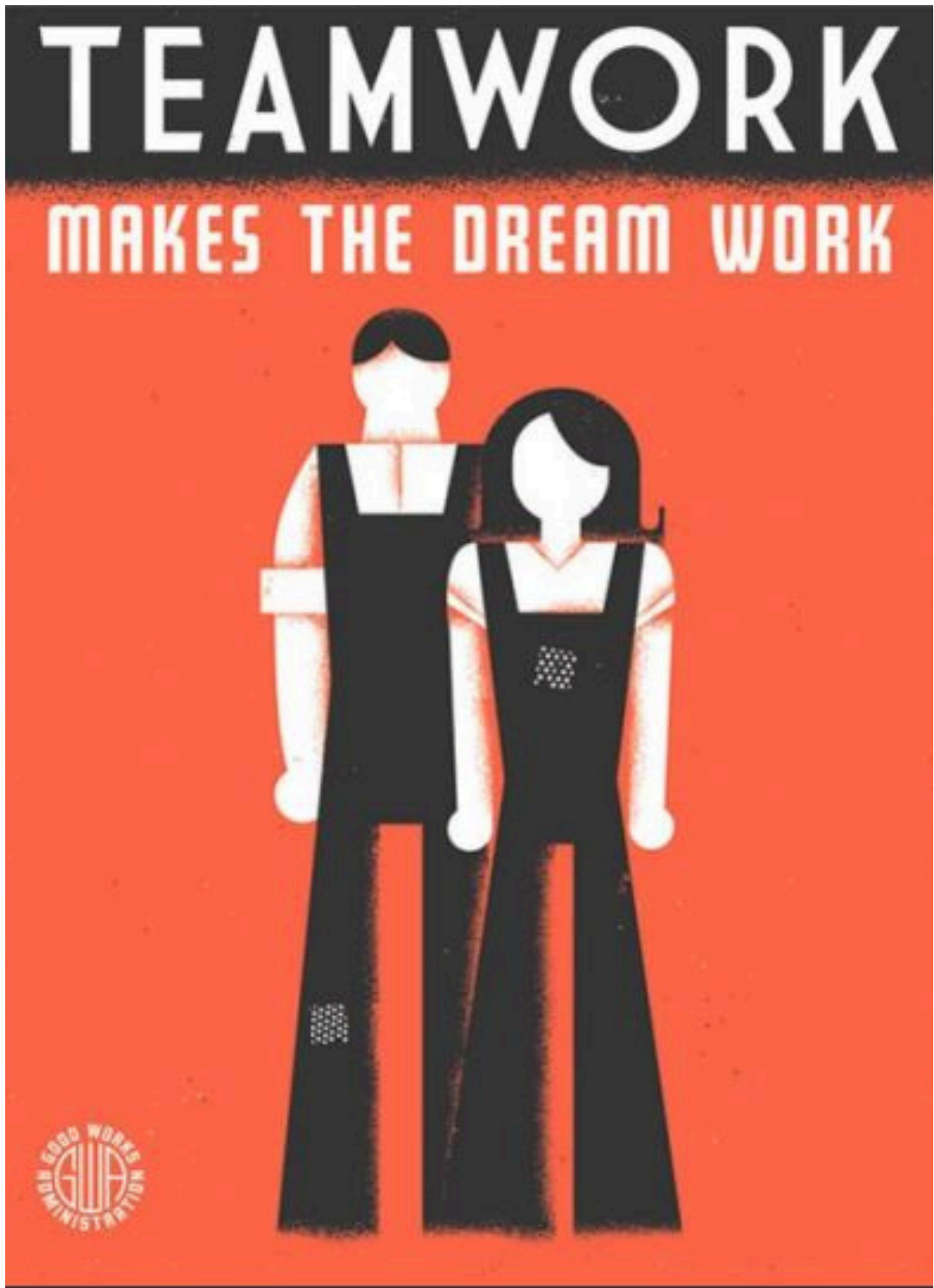


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John Madden Football™ 04

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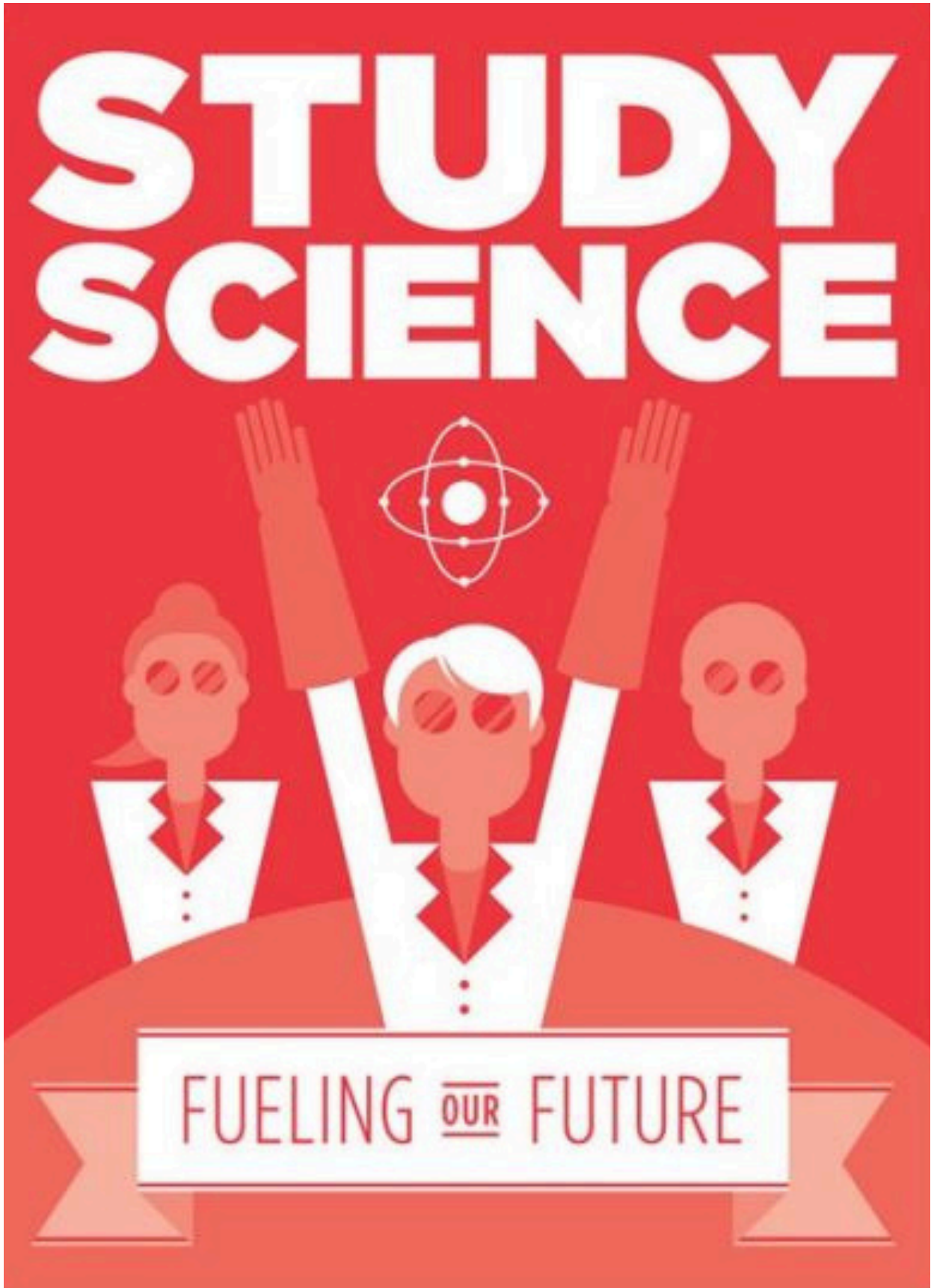
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CAR WASH



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MC2: LESSON 1 WHAT IS A POSTER?

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



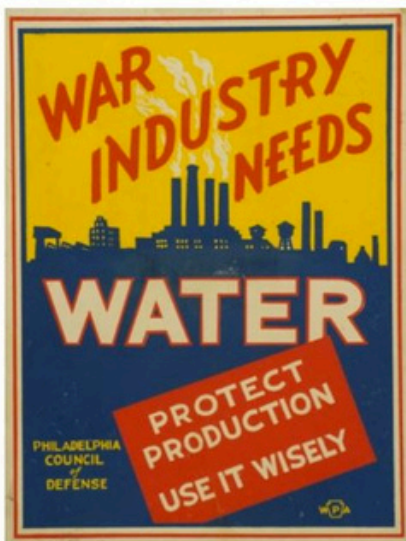
Poster Style Worksheet

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/>

MC2: LESSON 1 WHAT IS A POSTER?

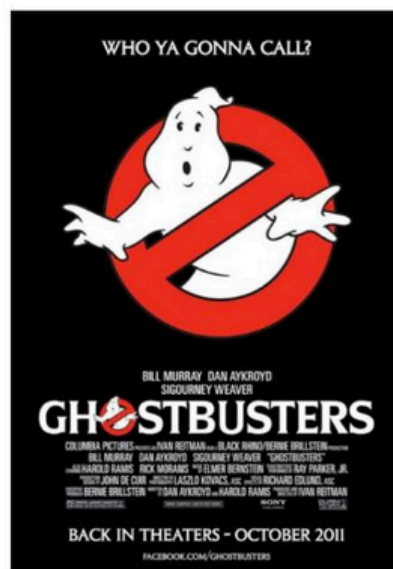
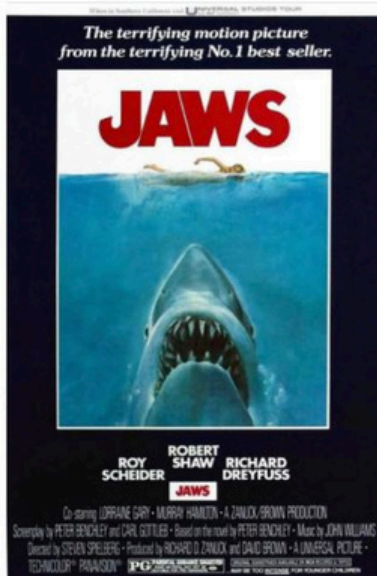
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CONSUMPTION
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Poster Style Worksheet

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-
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- <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

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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

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Poster Samples

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



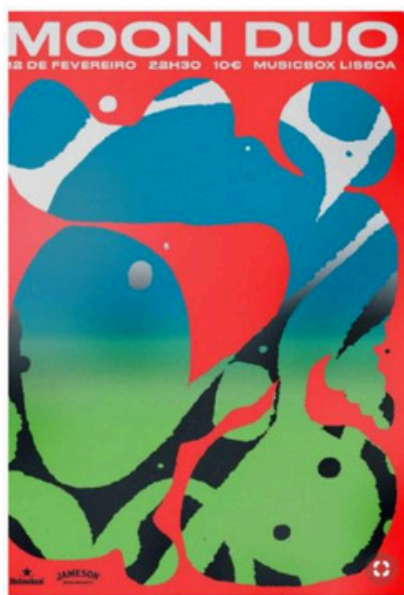
Mike Jones



K. Shivanagere



Alistar Palmer





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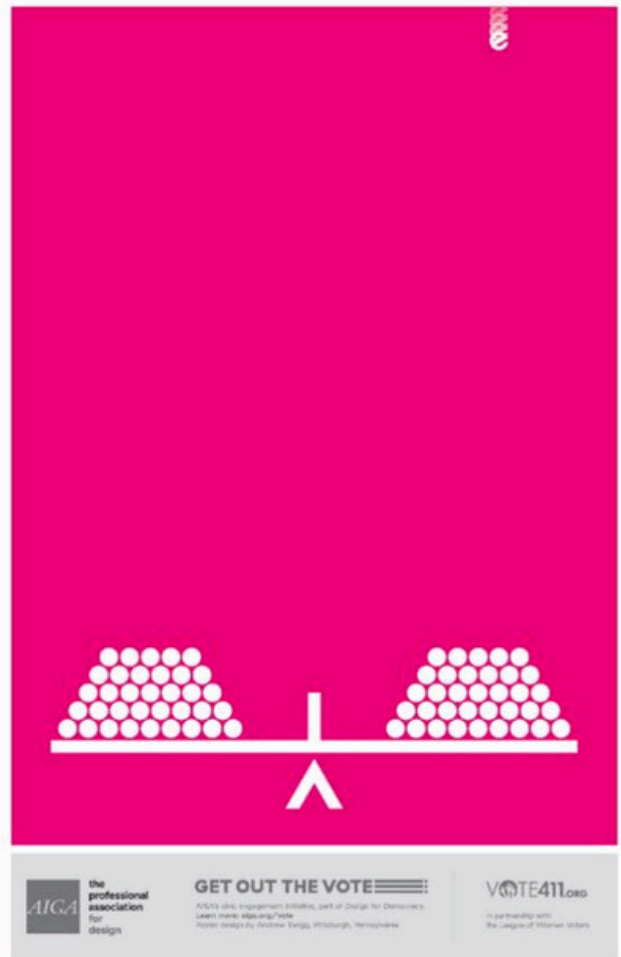


Poster Samples

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.

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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://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

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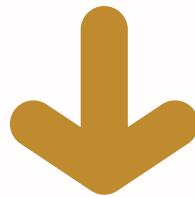
Reminder

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