Emphasize the real-world application of students’ research by having them design and create an academic poster to submit to a conference, student research day or share with their classmates. Posters can also be used for purposes other than sharing research, such as informing, influencing, persuading, or as a marketing tool. The toolkit is intended to give students the tools and support they need to plan, design and produce a poster.

# LEARNING OUTCOMES

Connect the purpose of the poster with your course level learning outcomes. Possible learning outcomes for the project include:

* Summarize research clearly and concisely for a particular audience, while generating interest for followup discussion.
* Select or create clear and engaging visuals.
* Using headings, fonts, color contrast, position and white space to design an easy to read, visually appealing poster.
* Create a storyboard of your poster.
* Ethically reuse media, based on knowledge of intellectual property and copyright.
* Use proper citation.
* Learn or increase your skills with PowerPoint, or other appropriate software for creating the poster.

# LESSON OUTLINE

As with any multimedia project, it is important to give students enough time to learn techniques, prac- tice new skills, and receive feedback on the content before finalizing their poster. This general outline can be adapted to your own class and content.

## Week 1

* Introduce the assignment, with clear, unambiguous expectations, including a discussion of the expected sections and format.
* Share your grading rubric with the students. See Rubric for Academic Posters in the toolkit or the rubric examples on the [IDS website](http://www.csusm.edu/ids/course-design-and-instruction/assessment/rubrics1.html).
* Provide students with examples/models and discuss the strengths of each. A web search should turn up models in your discipline.
* Students use the Planning Worksheet to define their audience, theme or topic and define content.

# Week 2

**DUE: Poster Proposal: Planning worksheet steps 1-4 and 5.1**

* Students use Planning Worksheet to think out their visuals and outline content.
* Familiarize students with proper writing tone and style for the poster.
* Instruction on best practices for effective visuals.
* Discuss ethical re-use of media. [Refer to the Code of Best Practices for the Fair Use of Images for Teaching, Research and Study.](http://cmsimpact.org/code/statement-on-the-fair-use-of-images-for-teaching-research-and-study/) Your librarian can also help with this.

# Week 3

**DUE: Content outline or flowchart and write up**

* Students outline content and submit for review.
* Students gather existing visuals and brainstorm design and color schemes for their poster. The PowerPoint templates and other links in the design guide can help them.
* Students begin learning software. We recommend PowerPoint for academic posters and Canva or Adobe Spark Post for other types of posters. See the Design Guide: Academic Posters toolkit for access to the software and how tos.

# Week 4

* Students revise content and create needed visuals.
* Students create a mockup of their poster, and adjust as needed.
* Students use or modify their template and add all content.

# Week 5

**Due: final poster**

* Print final poster.
* Peer sharing and feedback on poster content and design.

**Need additional Support with this project or toolkit? Contact us at** [**IDS@csusm.edu**](mailto:IDS@csusm.edu)