Programme: BSHTM4 **Module:** Information Systems Management **CA1:** Poster Assignment - Grade Percentage (10% of your final grade) **Lecturer:** Dr. Catherine Mulwa	
Length, Release and Due Date	*Release Date: 3rd October 2018* *Due Date: 3rd November 2018 by midnight* *Presentations: 5th November 2018 (10 minutes each*)
Length:	**Submit the electronic poster** using Visme or any other online application and a pdf file with a report of 600-800 words. (i.e. If you used word, convert to pdf before submitting in Moodle)
Overview	**Create a one-page** electronic poster based on a company of your choice. Try to be strategic and innovative while creating a competitive advantage highlighted on your poster.

Posters should include the following content:

Poster requirements (30%)

- Project title.

- Vertical or horizontal Orientation.

- You must include primary visual elements, either illustrations or photo illustrations. If you are creating an image in Illustrator you can get imagery from anywhere including the internet, printed information, shooting it yourself or by borrowing it from another photographer. You can add special effects, videos or an audio file.

- Use Infographics to illustrate business and statistical information making eye catching, shareable and easily digestible.

Poster Readability-Design (30%)

- Think about effective use of white space to organize your information.

- Don't have the name of the company/product as your display head. Right something catchy to attract attention (i.e. National Dairy Council vs. Got Milk!)

- Carefully consider your visual and the way it will interact with the type and text. Consider where the visual will be placed in the design and how it plays off of the display type. Be creative — original art still required.

- Organize the width of your columns and lines of type, and the impact they have on readability.

- Make sure that all aspects of the poster are readable; the poster is not cluttered, and all visuals serve a specific purpose.

Resources for Inspiration

- https://www.visme.co/
- http://www.flickr.com/creativecommons
- www.istockphoto.com
- https://www.canva.com/create/infographics/
- www.shutterstock.com
- www.dreamstime.com
- http://www.loc.gov/pictures
- http://animalphotos.info/a
- http://pinterest.com/kenharper/posterdesign

The report of the poster should include the following content: (600-800 words) (40%)

- Determine who your audience is and why your poster addresses this demographic.

- Description of your topic and the primary source(s) you examined to identify your strategy (online communities, animal testing, ecological balance, political activist site, or personal blogs/home, nutritional information, statistics, scientifically proven facts etc.)

- Explain how you addressed the needs of the client. Determine what aspects of this product/service would attract someone to buy.

- State the reason that you consider the text and graphic design used for this poster "catchy".

- Don't forget to reference the photos and material used for the poster (i.e. using harvard referencing style).

Online Electronic Poster Maker Software's:

https://www.lucidpress.com/

Example of a Scientific fair poster template:

https://www.lucidpress.com/documents/edit/8415ce73-9471-4755-87a9-cebb5b271581#

https://venngage.com/poster-maker

Template for creating a poster: https://infograph.venngage.com/templates/recommended

Information poster examples: https://venngage.com/templates/posters