

POSTERS

by Tony Stockwell

omnipresent

logical

key information

max. 9 information units

create associations

NOTE

Learning dialogues are an important part of each course as they contain all the information to be taught. In order to be successful, they must be accompanied by the other important elements of the course. These include posters containing key elements, learning activities for transfer and presentation, all of which are set out and explained in the teacher's manual which is created in the form of a Learnflow for each course.

The following elements are essential:

Text Dialogues

Learning Posters

Learning Activities

Selected Music

Detailed Lesson Plan

POSTERS

Jean has a lunch date
with Denzil,
who is a designer.

* * *

Jean

Can you give me
a few tips
on how to prepare my POSTERS?

POSTERS

Denzil

Are you going into competition?

Jean

I could try,
but I think
you have the edge on me!

Denzil

What kind of posters
are you thinking of?

Jean

Some of the teaching methods
I use
require a kind of poster
containing KEY INFORMATION.

KEY INFORMATION

Denzil

Wouldn't it be easier
to write the information
on the board?

Jean

Some information is used
time and time again.
If the layout
is to be pleasant
to the eye,
then I would waste hours
preparing chalk boards,
only to wipe them clean
after every lesson.

Denzil

Oh, I understand.
So, why don't you use
flip charts?

Jean

The disadvantage here is
that the information
is only visible
for a few seconds or minutes
before the sheet
is flipped over.

I prefer to prepare posters and
hang them on the wall.

They are OMNIPRESENT
sources of information,
accessible to the learner
at any point in time.

OMNIPRESENT

* * *

Betty and Tony
arrive at the restaurant
and are invited to sit
at Denzil's and Jean's table.

* * *

Jean

Denzil is a designer and
he has promised me a few tips
on how to prepare
my posters.

Betty

That's a subject
I have been thinking a lot about.
I have tried transparencies
for the overhead projector,
but the information
is only visible
for a few seconds and
the OHP
is always in the way.

Jean

I can never find
the right transparencies,
when I need it.

Tony

When using a flipchart,
I often think about
the wastage of paper,
especially when writing
the same information
for the fourth or fifth time
that year.

Jean

The preparation of posters
seems to be
a sensible alternative.

Did you say
they are also called
PERIPHERAL STIMULI?

PERIPHERAL STIMULI

Tony

Yes, they are part
of the peripheral stimuli.
Their constant presence,
when sitting in front of them,
engraves their content
into your memory.

If they are
ATTRACTIVELY DESIGNED,
then they will
automatically receive
ATTENTION and
while the learners listen or
their thoughts drift off,
they will still see
the posters.

ATTRACTIVELY DESIGNED

ATTENTION

Denzil

What kind of advice
can I offer you?
It appears
that practical help
in production
would be the best.

Tony

That would be super.

Denzil

What kind of materials
do you use?

Paint and brush,

coloured pens,

self-adhesive letters,

FELT-TIP PENS

FELT-TIP PENS

or computer print outs?

Tony

More often than not

felt-tip pens.

Denzil

Why aren't the posters

produced professionally?

Tony

Partly because of costs,

but mainly because

of the PERSONAL ASPECT.

PERSONAL ASPECT

This plays an IMPORTANT ROLE

IMPORTANT ROLE

as, on a subconscious level,

it CONVEYS to the learner

CONVEYS

an important MESSAGE.

MESSAGE

The teacher

has prepared them
especially for us.

Jean

This is an important message
because it reassures
the learner,
that the teacher
has planned the lesson well and
made every effort.

Denzil

Then to begin with,
let's take a look
at the use of felt-tip pens.

If you look at one
you will see,

it is either rounded
or has a SLANTED writing EDGE.

SLANTED EDGE

This slant looks like
half a roof.

In order to achieve REGULARITY
in forming the letters,

REGULARITY

the POINT of the pen

POINT

is held PARALLEL

PARALLEL

to the TOP EDGE

TO TOP EDGE

of the paper and

the SLANT PARALLEL

SLANT

TO the LEFT EDGE

PARALLEL

of the paper.

TO LEFT EDGE

Betty

That would result in
 HORIZONTAL lines being THICK
 and all VERTICAL lines THIN.
 If you run the point parallel
 to the left edge of the page
 and the slant parallel
 to the top, then
 all vertical lines are thick
 and all horizontals are thin.

HORIZONTALS THICK
 VERTICALS THIN
 i.e. vice versa
 verticals thick
 horizontals thin

Denzil

Exactly, no matter
 which edge you choose
 do not turn your pen.
 Otherwise you lose regularity.

Jean

Then all I need
 is some sample lettering and
 the rest is practise.

Tony

It's well worth investing
 a little time to PRACTISE.

PRACTISE

Denzil

POSTERS should be
 a STANDARD SIZE.

POSTERS
 STANDARD SIZE

They can easily be REPLACED and
the attention each receives
remains the same.

REPLACED EASILY

Tony

COLOURS are very important.

COLOURS

Denzil

PASTEL COLOURS

PASTEL COLOURS

are very nice,

but as the SCRIPT

SCRIPT

needs to be READABLE

READABLE

at a DISTANCE

DISTANCE

the colours should have

a certain INTENSITY.

INTENSITY

It is an advantage

to use COMPLEMENTARY COLOURS

COMPLEMENTARY COLOURS

e.g. red and green.

Certain colours harmonise

with each other.

Others, like yellow and grey

are difficult to read

at a distance.

Jean

"No" and negative statements

should be avoided or rephrased

into POSITIVE STATEMENTS.

POSITIVE STATEMENTS

Colour psychology
can contribute considerably.

Denzil

RED is a WARNING colour,
BLUE is COOL and
portrays seriousness.

RED WARNING
BLUE COOL

Jean

YELLOW is seen
as the colour of INTELLIGENCE.
GREEN and BROWN
have a pacifying effect
and are WARM AND FRIENDLY.

YELLOW
INTELLIGENCE

GREEN and BROWN
WARM AND FRIENDLY

Denzil

If you need to correct
a word or letter,
use either self-adhesive labels
or white out.

The TRICK is
to make the CORRECTION FIRST and
then WHITE OUT,
what is no longer required.

From a distance
the corrections
will not be visible.

TRICK:
CORRECTION FIRST
then WHITE OUT

Tony

LAMINATING your posters
gives them DURABILITY.

LAMINATING
DURABILITY

Denzil

In which case,
make sure that
your laminating foil,
no matter what type you use
has a MAT SURFACE.
Smooth or polished surfaces
reflect the light,
making your posters
unreadable at certain angles.

MAT SURFACE

Betty

Posters contain both,
WORDS AND PICTURES.

WORDS AND PICTURES

Denzil

Without knowing
what type of pictures
you use,
I can only give
general advice.
Choose pictures
with GOLDEN HARMONIES.
If you look at the picture
your eyes will automatically

GOLDEN HARMONIES

follow the form of a TRIANGLE,
a SQUARE or a CIRCLE
within the picture.

PICTURES

can be placed on the poster,

so that the TEXT

is INCORPORATED

into the Golden Harmony.

I am sorry,

I must leave.

I have an appointment

in 15 minutes.

* * *

After saying good-bye to Denzil

the three friends

continue their discussion.

* * *

Betty

What other points

need to be taken into consideration,

when preparing posters?

Tony

Their CONTENT should REFLECT

the content of the TEXT.

TRIANGLE

SQUARE, CIRCLE

PICTURES

TEXT

INCORPORATED

CONTENT REFLECT

TEXT

Betty

The posters need to be
LOGICALLY STRUCTURED.

LOGICALLY STRUCTURED

Jean

In order to EMPHASISE
certain words or phrases
they can be CAPITALISED,
UNDERLINED or
written in BOLD PRINT.

EMPHASISE

CAPITALISED
UNDERLINED or
BOLD PRINT

Tony

The learning value of lists
is low,
consequently,
posters should contain
a MAXIMUM of
10-12 information UNITS.

MAXIMUM
10-12 UNITS

Betty

The pictures
should create ASSOCIATIONS
in order to
ATTRACT ATTENTION.
Some posters are interrelated
or LINKED.
The association or
visual linkage, like pictures,

ASSOCIATIONS

ATTRACT ATTENTION

LINKED

may also be used
in the activities.

Jean

We need to reflect on
where and
for what length of time
posters are hung
on the wall.

Tony

I always PLAN my WALL
for the LAST DAY.

PLAN WALL
for LAST DAY

Then I know
from the onset,
where individual posters
are to be hung.

It also ensures

that I have
sufficient wall space
for all my posters.

Jean

Posters which are situated
on the extreme left or right
receive less attention
than those
placed in the middle.

Betty

I think I will reserve
the centre portion
of my wall
for temporary information.

Tony

This information remains
only for a short period of time
and is then removed.

Posters which are used
the longest,
are placed
on the extreme left or right.

Jean

It is an advantage
if participants
CHANGE their SEATS REGULARLY.
thereby gaining
a NEW VIEWPOINT
of the posters.

CHANGE SEATS REGULARLY

NEW VIEWPOINT

Tony

In addition,
they will get
NEW NEIGHBOURS.
That is a very good idea.

NEW NEIGHBOURS

It will also have
a POSITIVE EFFECT
on social behaviour and
GROUP DYNAMICS.

POSITIVE EFFECT

GROUP DYNAMICS

Betty

BODY LANGUAGE,
classroom organisation and
MUSIC
are also PERIPHERALS.

BODY LANGUAGE

MUSIC
ARE PERIPHERALS

Tony

Body language

is very important.

The constant use
of "well done" and
"very good"
can soon lose effect.

In many cases,

A GESTURE or a GLANCE
will have MORE IMPACT
than a "yes" or
"very good".

GESTURE OR GLANCE
MORE IMPACT

Jean

If we study body language,
we can gain
some useful HINTS
as to the condition
of a person.

HINTS

Tony

Hint is the correct word.

There are no guarantees.

Betty

Posters make

a strong impression

on the long term memory.

They create MEMORY PICTURES

MEMORY PICTURES

which can be called upon

when required,

although they were never

consciously learnt.

Tony

Very true.

If I close my eyes,

I can VISUALISE

VISUALISE

my parents' living room

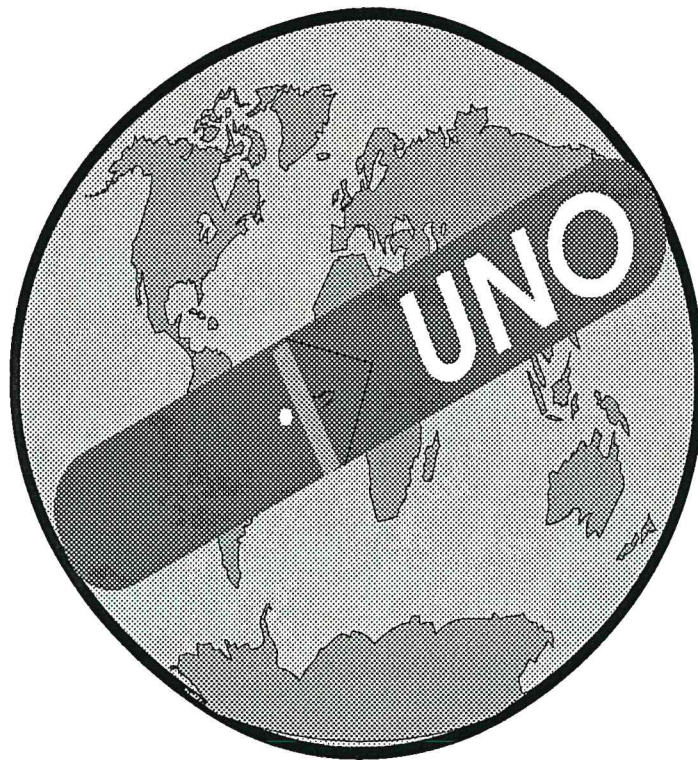
in great detail.

TEXTS

GLOBAL UNIT

Course Content

Didactical Structure



Directories

Sub-Directories