

## PFD/Lifejacket Poster Project

Name \_\_\_\_\_ # \_\_\_\_\_

### Important things to know about posters

Posters are seen by the target audience for only a few seconds – usually as the drive or walk past. It is important that they are as large and as bold as possible so that they attract attention and can be read easily. Here are some useful tips for producing good posters:

- Make the posters as large as possible
- Keep the writing as big as possible so that people can read it easily from about 1 metre away
- Use one main point or theme
- Use as few words as possible - avoid using full sentences. For example "Unite against Child Abuse" instead of "Let us unite in the fight against Child Abuse"
- Use colour if – it makes your poster stand out and attracts more attention
- Do not put too many words and images on your poster – it may be beautiful, but if the design is too busy the most important information may not get through to the audience

Create a ‘boating safety’ poster with the emphasis on the use of PDF/lifejackets.

The following rubric will be used for evaluation:

| Skills                                      | 4  | 3   | 2  | 1  | Score |
|---|--|---|--|--|-------|
| <b>Pictures / Graphics</b>                  | Pictures / Graphics are clear and relevant   | Most pictures / Graphics are clear and relevant                               | Few pictures / Graphics are clear and relevant                                 | The pictures / Graphics are not clear and relevant                               |       |
| <b>Visual Clarity and Appeal</b>            | The project has an excellent design and layout. It is neat and easy to understand the content. | The project has a neat design and layout. It is neat and easy to read.        | The project needs improvement in design, layout, and/or neatness.              | The project needs significant improvement in design, layout, and/or neatness.    |       |
| <b>Content Spelling Grammar Punctuation</b> | The project has excellent spelling, grammar, and punctuation.                                  | The project has 1-2 spelling, grammar, and punctuation errors.                | The project has 3-5 spelling, grammar, punctuation errors.                     | The project has multiple spelling, grammar, punctuation errors.                  |       |
| <b>Required Elements</b>                    | Title, one main point, large text, few words, easily read from 1m.                             | The project has 1 missing element.  | The project has 2-3 missing elements.  | The project has multiple missing elements.                                       |       |
| <b>Content is Meaningful</b>                | The project shows a thorough understanding and application of the safety concept.              | The project shows a good understanding and application of the safety concept. | The project shows a basic understanding and application of the safety concept. | The project shows a limited understanding and application of the safety concept. | /20   |