

# Clear Messaging in Digital Media

## Knowledge

### Software

- Know how to use confidently a range of software which you have experienced in KS2
- Know how to create a poster using a brand and skills learnt in KS2.
- Know how to use the Canva software

### Searching

- Know how to search the internet using keywords and search engine filters

### Good vs Bad Posters

#### Good

- Clear title
- Appropriate image
- Well chosen wording
- Colours relate to the subject

#### Not so good

- Message colour
- Message font hard to read
- Chosen fonts are very different
- Logo colours clash
- Positioning could be better

### Branding/Logo

- A logo is an image that represents an organisation. Logos are often just icons, but sometimes include text.
- Organisations use logos on their products to make sure people recognise them.

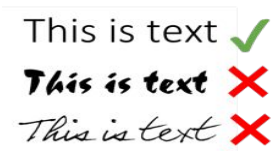
### Giving Feedback

When you give feedback to someone else, it's important that it's useful and helps them. Useful feedback:

Starts with a positive  
Sensitively considers the creator  
Specifies the issue  
Suggests an improvement

### Presenting Skills

- Good presentations that get the message across are:
- Simple
- Planned
- Practiced
- Good presenters:
- Speak clearly
- Look at the audience
- Smile!



## Skills Required

- How to use a search engine
- How to identify what a good poster looks like and the key features on the poster.

## Posters

- Similar to road signs, posters use pictures and text to communicate messages.

### What makes a good poster?

- Clear title so you know what the poster is about
- Message explains the issue
- Image relates to the issue
- Colours are complementary and relate to the poster's purpose
- Font is easy to read both in size and style

### Planning Decisions – Colours

- Colour choices can be very important. Poor use of colour can distract from or obscure the main message.
- The main colour that relates to the poster's theme.

### Planning Decisions - Images

- You need to find an appropriate image. The image should relate to the theme of your poster.
- The image you use should be free of copyright. There are some websites that specifically offer images that aren't copyrighted.
- Some images have a transparent background. Often they are displayed on image websites with a chequered background.
- The images can be illustrations or photographs.

### Planning Decisions -text

- The font you use must be easy for a viewer to read.
- The shape of some fonts may also reflect the theme of your poster.