

MI 488/ IAH 205: Information and Communication Technology Development
Design Project Assignment #5: Creating a Poster Presentation (25 points total)
Draft Due Before Class on **April 12** (10 points). Final Poster Due **April 18 by noon** (15 total).

Please upload your draft and final version to D2L.

In this course, you have gained knowledge about Kenya/Africa through readings, guest speakers, virtual fieldwork, interactions with Egerton students, and other sources. You have created sketches and prototypes of design concepts, analyzed existing technologies, thought critically about them, and written design briefs. Now, you'll synthesize all of this into a creative poster presentation. For this assignment, you will reflect on your learnings from the entire course and create a poster to communicate your findings. You will present the outcome of your project to your instructor and the public at an event to be held at the **International Center on Friday, April 19th**.

Note: if you have not completed prior assignments, you can use this poster as an opportunity to earn credit for these assignments (e.g., if you received a "0").

The goals of this assignment include:

- Effectively communicating what you have learned in the course by creating a poster.
- Learning the process and importance of creating a poster presentation.

This assignment has two parts:

- 1) You will prepare a **draft version** of your poster. Your draft is due before class on April 12. We will review your posters in class.
- 2) You will integrate class feedback into your final poster, which must be completed by noon on April 18, so that we can print them.

What to do:

1) Collect poster materials

Write out a plan for the design, collect all materials in a folder on your desktop (text, photos, etc.)

Your poster should include these sections ([refer to template](#)):

- Title of your Project
- Your name and team (health, agriculture, etc.)
- **Introduction:**
 - Your design problem, whom is the problem affecting, how important is the problem, etc. (refer to Design Project assignments #1 and 2).

- **Brainstorming and Initial Sketches (refer to Design Project assignment #2).**
 - Discuss your team’s brainstorming process and share 5-10 of your initial ideas.
 - Scans of your original sketches are available here: https://drive.google.com/drive/folders/1GYiW9qtFrEc_jBdVzFHCV5duw51KkPf9?usp=drive_link
- **Low-Fidelity Prototypes (refer to Design Project assignment #3).**
 - Describe your lo-fi prototypes and include your scenario.
 - If you created an experience prototype, you can find photographs of them here: <https://drive.google.com/drive/folders/1nOtQe4i-WuP5a3MsjOvLrTMmDjWT01tJ>
- **Design Brief and New Design Sketch (refer to Design Project assignment #4)**
 - Summarize your “design brief” assignment. Describe technologies that are like yours. Then discuss your concepts differs from them. Make sure to include your sketch/
- **References**
 - Please includes references to prior research that have guided your project. Please make sure they are formatted correctly.

IMPORTANT:

Avoid cutting and pasting text from your earlier assignments. Use this poster as an opportunity to succinctly explain you design idea/process. Please proofread your text.

2) Set dimensions and poster size

- Your poster should be Tabloid size (11 x 17 inches)

3) Export for printing

- Once the poster design is ready, export the file for printing.
- Please save your file as a .PDF.

4) Upload to D2L

- Upload your draft poster to D2L, before next class (April 12). We will review and discuss them during class.
- Your will integrate class feedback into your final poster, which must be completed by noon on April 18, so that we can print them.

For additional information, please refer to this site:

<https://designshack.net/articles/business-articles/how-to-make-a-poster-in-powerpoint/>

Design Tips:

- Use color blocks or lines to differentiate sections subtly without distracting from the content.
- Choose a clear, readable font (e.g., Arial, Futura, or Franklin Gothic).
- Leave enough white space around each section to avoid a cluttered look.
- Ensure your sketches and other images are of high quality and add value to your poster.

How Will It Be Graded?

Draft Poster Due (10 Points): April 12

- **10 Points:** The poster is complete and was submitted on time.
- **0 Points:** The poster is incomplete and/or was not submitted.

Final Poster Due (15 Points): April 18

- **15-11 Points:** The student has integrated the feedback from the April 12 class into their poster. The poster is of high quality, professional, and effectively communicates the student's work. The text has been proofread and is clearly written by the student.
- **11-0 Points:** The poster is complete but appears rushed, missing elements, and looks unprofessional. The text does not seem to be written by the student.