

Climate Change Posters

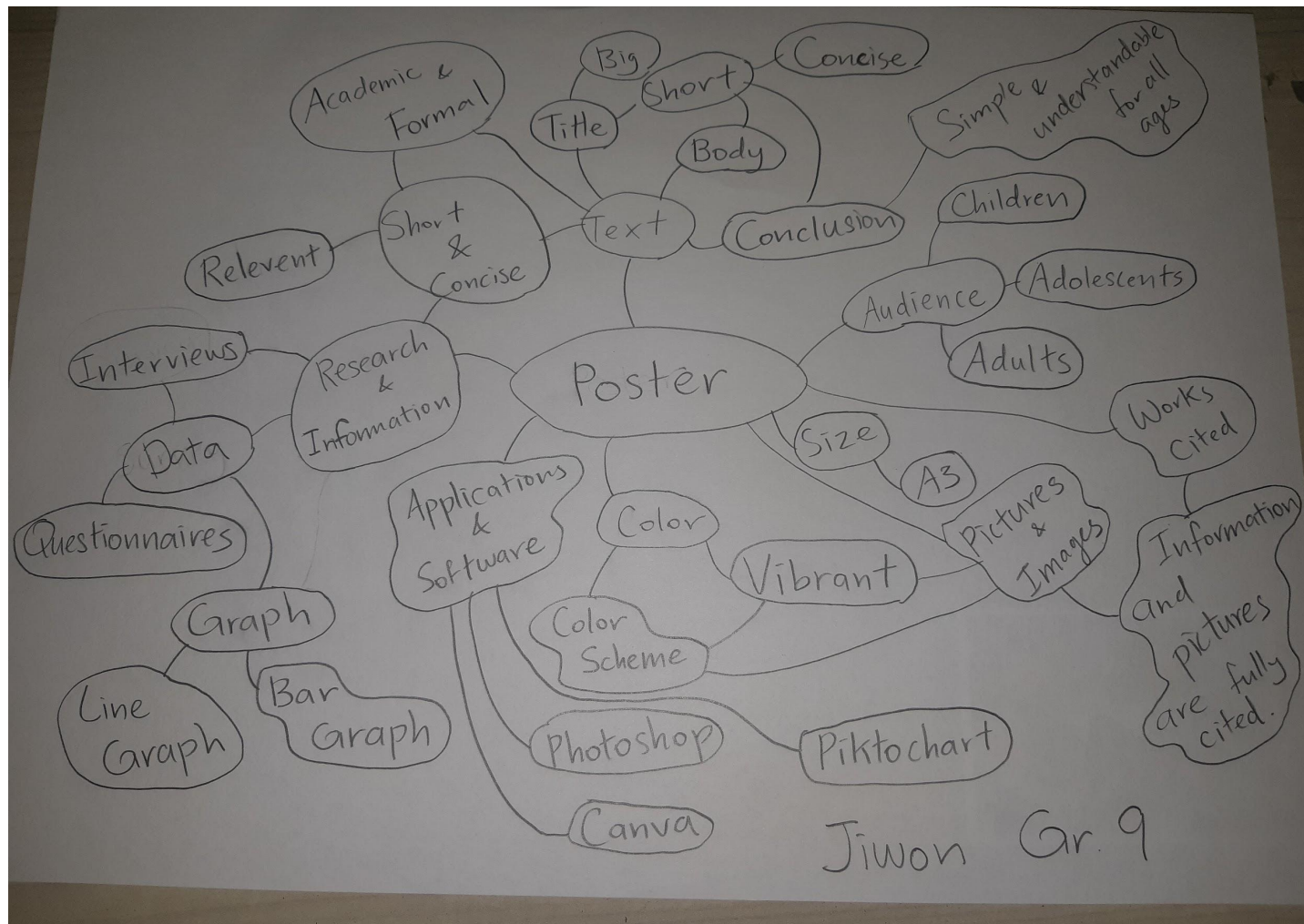
Criterion A

MYP 4 Design G9

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Task 1 - Create a visual brainstorm of factors relating to the unit concept and the design situation AND/OR conduct a survey to gather initial information from your client/target audience.



Survey

In order to conduct primary research for the climate change posters, I sent out a survey asking questions related to the various components of a poster to gather a better understanding of the poster and its appeal to the audience. Moreover, the use of a survey helps facilitate the process of gathering initial information regarding posters and climate change

in a limited amount of time. With a total of eight questions, I have received 11 responses in total for the survey. Although the target audience is the HIS community (mainly secondary students), the survey itself contained questions related to the various significant

← MYP4 Design Criterion A Survey - Climate Change Poster - Jiwon () ☆

QUESTIONS RESPONSES 11

MYP4 Design Criterion A Survey - Climate Change Poster - Jiwon Grade 9

This survey will take less than 2 minutes to fill out. Your responses are anonymous and appreciated.

Who is the target audience/client? *

- ☐ Elementary students
- ☐ Secondary students
- ☐ Teachers/Staff
- ☐ Other...

Do you think that color can play a significant role in a poster? *

- ☐ Yes
- ☐ No

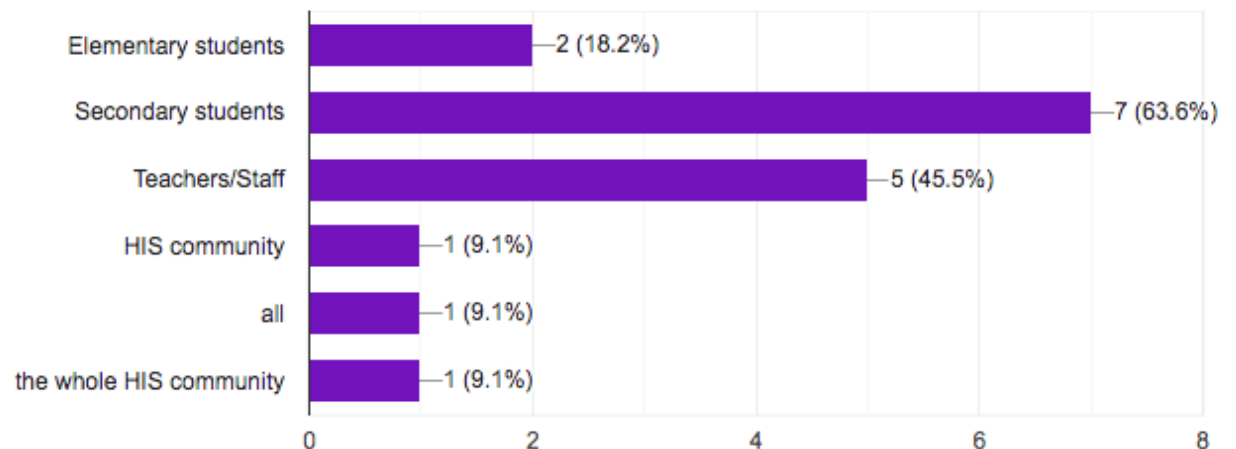
components of poster along with the connotations of primary colors (red, blue and yellow). Given that the solution is made by Grade 9 students, I sent the survey as a means of collecting further information on the process of making the poster. Additionally, the recipients of the survey (Grade 9 students) also fit the description of the HIS community-- students, teachers, and parents pertaining to HIS.

For the first question of the survey, who the correspondent thought was the target audience. Out of the 11 responses received, the majority (63.6%) of correspondents responded that the target audience were the secondary students, while 45.5% of correspondents replied that the teachers and staff of HIS were the target audience.

While this question does not have a significant role in posters, it helps establish a sense of who is the audience, and the level of academic and formal language to be utilised

Who is the target audience/client?

11 responses



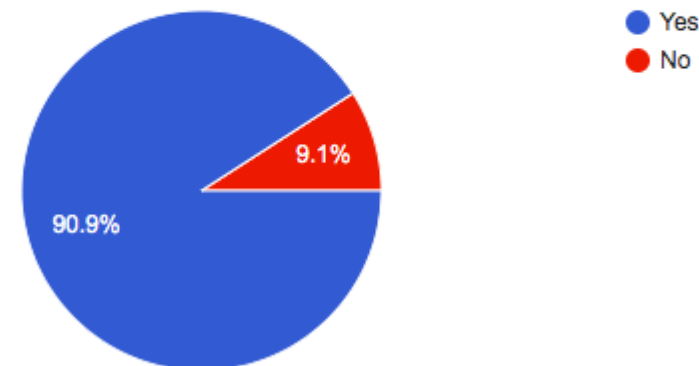
in the poster. Not only does establishing a firm sense of the target audience help with the level and formal register of the poster, it can help with deciding the visual and aesthetic details of the poster. Although the preference of color and visual details in a poster is purely subjective, it contributes to the overall choices of the visual details of the poster, and make sure that the poster is appropriate for that target audience, which in this case, is the HIS community in general.

For the second question, I asked the correspondents whether or not color could play a significant role in a poster and asked that the correspondents justify why they chose yes or no for that specific question.

Overall, the majority (90.9%) of the correspondents responded that color can play a significant role in a poster, while 9.1% of the correspondents thought that color did not play a significant role in a poster.

Do you think that color can play a significant role in a poster?

11 responses



When they were asked to justify their reasoning to the previous question, most replied that color can play a significant role in a poster due to its ability to attract or compel the audience.

Moreover, some of the correspondents responded that color can also enhance and affect the overall visual and aesthetics of the poster.

Color has the ability to influence mood and emotions and has several contradicting connotations related to itself. For instance, while the color red can symbolize romantic feelings and love, it also has connotations to danger and death. Therefore, colors can evoke various contradicting and intense emotions.

If so, why?

11 responses

Colours can other distract or compel a person to view something.

color makes poster looks better

Because, I think color is one of the most important elements when it comes to visual design.

colour makes the poster more attractive

color makes a poster stand out more.

color can catch the attention of a reader

color can make poster look good

It is pleasing to look at in general(Less boring)

color can make poster look good or bad

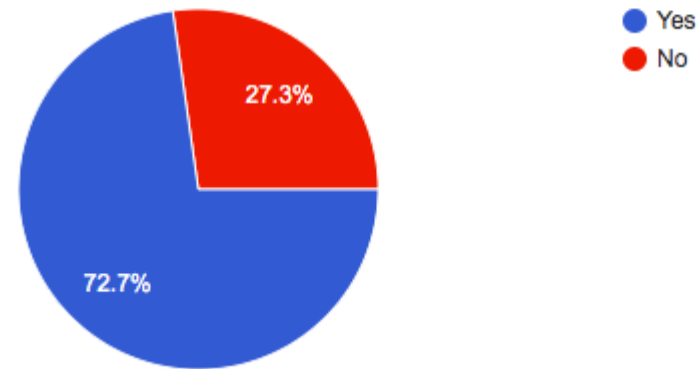
color can affect visual of poster but pictures also can effect

Color attracts attention. It directs where the audience's attention will go to on the poster.

For the third question of the survey, the correspondents were asked if informational text in a poster should always be short and concise. Ut of the 11 responses received, 72.7% of the correspondents agreed that information text in a poster should always be short and concise, while the other 27.3% disagreed.

Should informational text in a poster always be short and concise in a poster?

11 responses

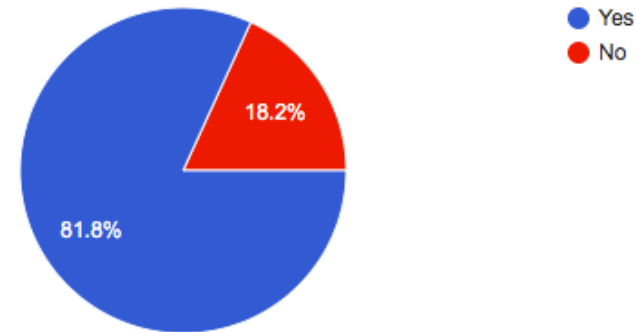


Therefore, during the process of making the poster later on in Criterion B and C, I should always keep in mind of the text length and see whether or not it is concise and comprehensible for the target audience- the HIS community. If I were to answer this question, I would also agree with 72.7% of the 11 correspondents that answered this question-- the more concise and comprehensible a poster is, the more audience will be attracted to the poster.

For this question, I asked the correspondents whether or not the posters were effective at spreading awareness on various issues and events. 81.8% of the correspondents agreed that posters were effective at spreading awareness on various issues and events, while 18.2% thought otherwise.

Do you think posters are effective at spreading awareness on various issues and events?

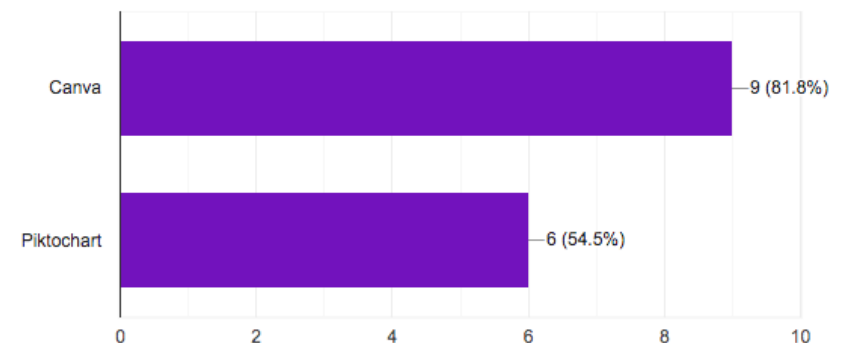
11 responses



For this question, I gathered possible software I can use to make the climate change poster. From the 11 responses received, Canva was the most popular option. Even though Canva was the most favored by the correspondents of the survey, Piktochart is also a viable option when designing a poster.

What are some softwares that can be used to make posters?

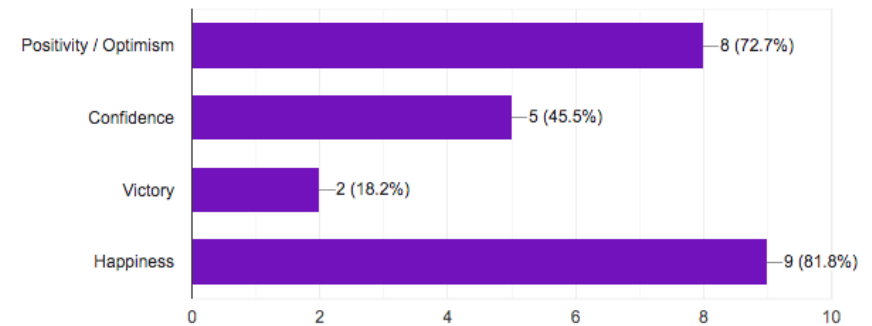
11 responses



For this question, I asked the following correspondents for some connotations that could be linked with the color yellow. 81.8% of the correspondents agreed that happiness was one of the connotations that could be linked with the color yellow, while only 18.2% of correspondents agreed that victory was also a connotation of the color red. Overall, the answers for this question were mixed. In general, connotations of colors vary on the culture, country and personal preference and are purely subjective. However, the answers collected for this question can be used for Criterion B, when I start choosing a color scheme for the poster.

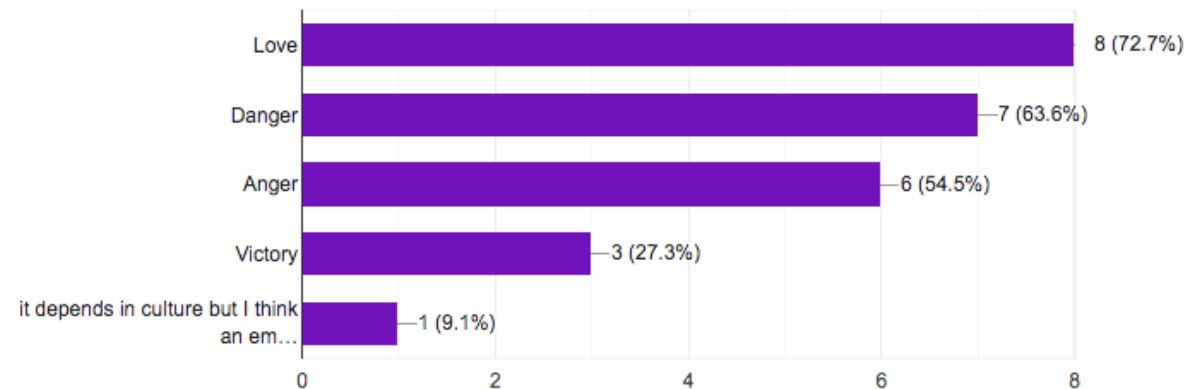
What connotations can you link with the color yellow?

11 responses



What connotations can you link with the color red?

11 responses



Task 2 - Explain and justify the need for a solution to a problem. Making detailed reference to “who” needs your product. “Where” they will be using it, and “why” they need it.

The client/target audience for this design task is the HIS community as the poster itself is generally intended for all audiences and comprehensible for most ages. Moreover, the main objective of posters is to attract and inform-- whether it be events or new technologies or news. Additionally, this task can further help foster more understanding of climate change and its detrimental effects to the readers. Given how the posters for this IDU will be based on a technology used to mitigate/adapt to climate change, the posters can help inform the reader of the technology, its applications, effects and the potential advantages and disadvantages that may come with the following solution.

Moreover, the poster gives a clearer understanding of the existing effects and impacts of climate change and how it is changing the Earth on an exponential scale through rising sea levels, plastic and oil pollution along with the destruction of ecosystems. Therefore, the poster can also potentially encourage students to mitigate climate change through the reduction of carbon footprints, or at least retain the information presented on the poster given that the design has been successful enough to attract an audience and relay its information effectively.

Task 3 - Develop a research plan which identifies and prioritises primary and secondary research needed to develop a solution to the problem.

Topic	Research Question	Justification (Why is this important)	Priority (1 - 15)	Suggested source(s)	Primary/ Secondary
Color	To what extent does color impact and influence the audience?	This is necessary as color plays a significant factor in the visuals of a poster-- Color influences the aesthetics of the poster itself and can play a component in attracting readers. Given how the main focus of the Climate Change Poster is to spread awareness of climate change and its issues, by utilising the right colors for the poster, the aesthetics of the poster can be improved drastically. Not only does color influence the aesthetics and the overall presentation of the poster, it also has the ability to compel or attract an audience. As such, with further research on the different connotations of color, color can be employed effectively on different regions of the posters corresponding with the information on each section of the posters.	2	https://simplygraphic.co.za/2016/05/06/important-colour-design/ https://evansalliance.com/role-of-color-in-graphic-design/ https://graphicdesigninstituteindia.wordpress.com/2018/01/30/importance-of-colors-in-a-design/	Secondary & Primary
Software/	What are some	This is important and necessary because	1	https://researchguide	Secondary

Applications	efficient, free and effective software I can use to design a poster?	softwares are needed in order to make a poster. For this interdisciplinary unit, a poster made digitally would be appropriate as the poster will require imagery and statistics-- both of which can be difficult to draw by hand. As such, researching and finding various softwares for making posters is of utmost priority and importance.		s.library.tufts.edu/c.php?g=344931&p=4852398 http://carlcheo.com/best-poster-making-software https://www.canva.com/create/posters/ https://blog.template.toaster.com/graphic-design-software/	& Primary
Size	What is the most suitable size for this poster?	This is important because the size of the poster determines the overall quality of the poster. If the poster is going to be A3 sized, then the quality will have to be of good quality to ensure that the text in the posters can be read and understood. So, it is important that we research about different appropriate sizes for posters as it helps us understand more on the spaces available in the poster.	1	https://www.coastalcreative.com/standard-poster-sizes/ https://www.signs.com/blog/standard-poster-sizes-signage-101/	Secondary
Climate change	How can climate change be mitigated?	Similar to the two questions related to climate change, this question also further establishes a firm sense of climate change, and help organize the posters into different sections of the poster and give	3	https://www.newtimes.co.rw/section/read/223065 https://www.thegef.org/topics/climate-change/mitigation https://davidsuzuki.org/what-you-can-do/top-10-ways-	Secondary

		more or less emphasis on certain bits of information. Moreover, the sizes of each section can be approximated as well; which can be helpful later on in Criterion B and C when the poster is in process.		can-stop-climate-change/ https://climate.nasa.gov/solutions/adaptation-mitigation/ https://www.activesustainability.com/climate-change/mitigation-adaptation-climate-change/	
Typography	What is typography?	This is important as it helps establish a sense of understanding regarding typography and how it can be employed in posters with different intentions (i.e. advertising, persuading, informing). Thus, by better understanding the use of typography and its applications in posters, I can use this understanding to help make decisions on how to design my poster.	2	https://practicaltypography.com/what-is-typography.html https://www.graphicdesigndegreehub.com/faq/what-is-typography/ https://creativemarket.com/blog/what-is-typography	Secondary

Task 4 - Analysis of existing products/solutions

First Product

This poster is about edible cutlery, and how it can be used to combat the overuse of plastic materials. With a data table provided to the right, the poster is supported with data to a certain extent. While the poster is supported by data, the data is not cited properly and an annotated bibliography is not to be seen. Moreover, the text of the poster itself could be of a bigger size as text should be in short, concise and biteable sizes suitable for all ages, and more visualisation would be ideal for this

EDIBLE CUTLERY

WHAT IS EDIBLE CUTLERY?

Edible cutlery is a sustainable alternative to plastic cutlery. It is made from natural materials like bamboo, wood, or edible plants. It is biodegradable and can be composted or eaten. It is a great way to reduce plastic waste and protect the environment.

	Plastic Cutlery	Edible Cutlery
Cost	Low Cost	Low Cost
Convenience	High	High
Disposal	It easily causes harmful effects on environment	It can be eaten after using or can be left to decompose
Taste	Leaves a bad taste when used to consume food	Does not decrease the taste of the food being consumed
Effects on Environment	When decomposed, plastic is released to decomposers, so it takes a long time to decompose	Takes a lot less time to decompose, and acts as a good fertilizer for soil after decomposing

How does plastic effect to the environment?

We are producing 300 million tons of plastic every year, and more than 8 million of them are thrown into the ocean. Plastic bags take about 20 years and plastic bottles take about 450 years to decompose in the ocean. That increases the CO2 and the acidity of the ocean.

When plastics are burned, harmful and dangerous emissions such as dioxins are emitted, and causes an air pollution.

Plastic is resistant to decompose, so it takes more than 1000 years for plastic to decompose in landfill. It increases the level of CO2.

MITIGATION

- If edible spoons are not composted, they are able to degrade in both ocean and landfill and it will take only 20 days.
- Using plastic is one way to increase CO2 gas emission rapidly, and this means we are decreasing the level of CO2 when we stop using plastic.
- The emissions that coming out when plastic decompose is not control when edible spoons decompose.
- And this reduces the level of CO2 which is the cause of climate change.

But edible cutlery?

YOU CAN JUST EAT IT!

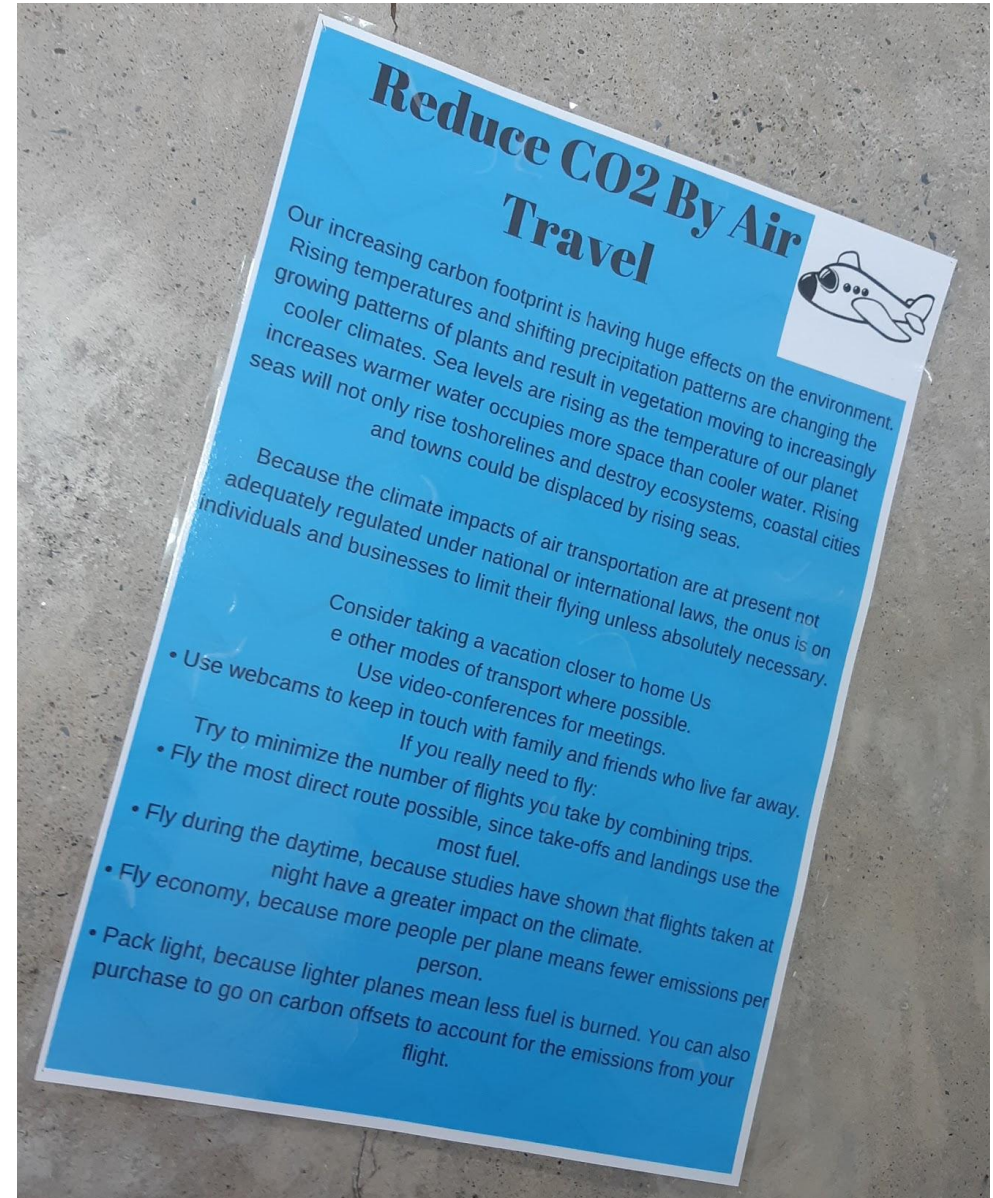
It is delicious and fresh, easy, and it decomposes faster when it decomposes in a landfill or in water.

poster. In terms of its strengths, the poster employs color to its advantage-- the aesthetics of the poster is pleasant to look at, and there are not too many texts to be found. Additionally, the text in the poster can be read clearly with ease. So while there can be changes added in terms of the data in the poster, the visual and aesthetic presentation of the poster has been done well. When making my own posters, I will make sure to make the text of my poster visible and add more images as well.

Second Product

The second poster is about carbon footprint on air. Although the text in the poster is informative and easy to understand for most ages, the apparent abundance of text rather hinders the audience from attempting to read the poster itself.

The abundance of text also presents a significant problem-- the fundamental purpose of a poster is to attract the audience and present information in short, concise texts, something the poster fails to do so. Moreover, the texts seem to be categorised into three sections.



Although this is ideal for an academic essay, this is not ideal for a poster as it further discourages the audience from reading the poster as there are no factors to draw in the audience. Additionally, there are little to no image to be found in this poster, which further discourages the audience from reading the poster. In addition, the poster only consists of one major color and no other colors are to be seen, and data is not to be found anywhere on the poster itself.

Third Product

This poster is about incandescent light bulbs. The poster frequently employs images, and text is presented in a concise and informative manner. Moreover, a color scheme of mainly orange, purple and white is to be found in the poster-- which organizes the visuals and aesthetics of the poster itself. This effectively attracts the audience and facilitates the understanding of the poster and its information as well. However, there are no visual statistics to be found-- something that can be worked on for this poster.



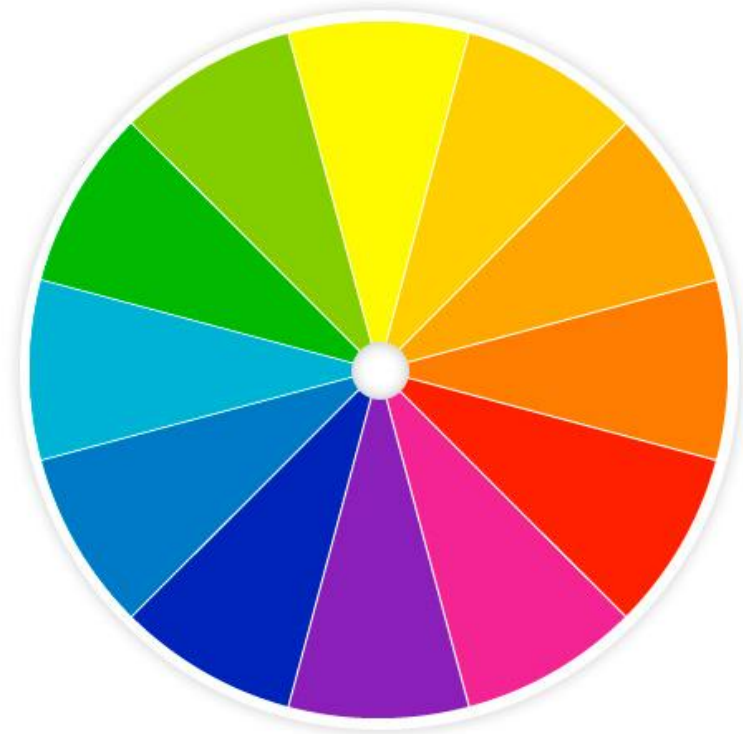
Task 5 - Detailed Design Brief

Overall, posters facilitate the understanding of certain topics while simultaneously spreading awareness as well. This makes posters an effective medium for spreading awareness and information of impending detrimental issues such as climate change. While academic writing can also facilitate the understanding of a given topic, it is often not effective in terms of persuasion as the formal register may be harder to comprehend for younger ages or for non-native speakers. To combat this, posters employ a wider variety of tools such as colors and imagery. While colors influence the mood of the reader, images are used to help visualise the topic. Therefore, through making the poster, a wider variety of audiences can understand the topic, which are climate change strategies. In terms of software and applications, the survey/primary research that was conducted above shows that a majority of correspondents preferred Canva over Piktochart. Moreover, Canva offers different poster design templates that can be used as inspirations for making the poster, while offering a wide range of fonts to be used for the poster.

Task 6 - Appendix

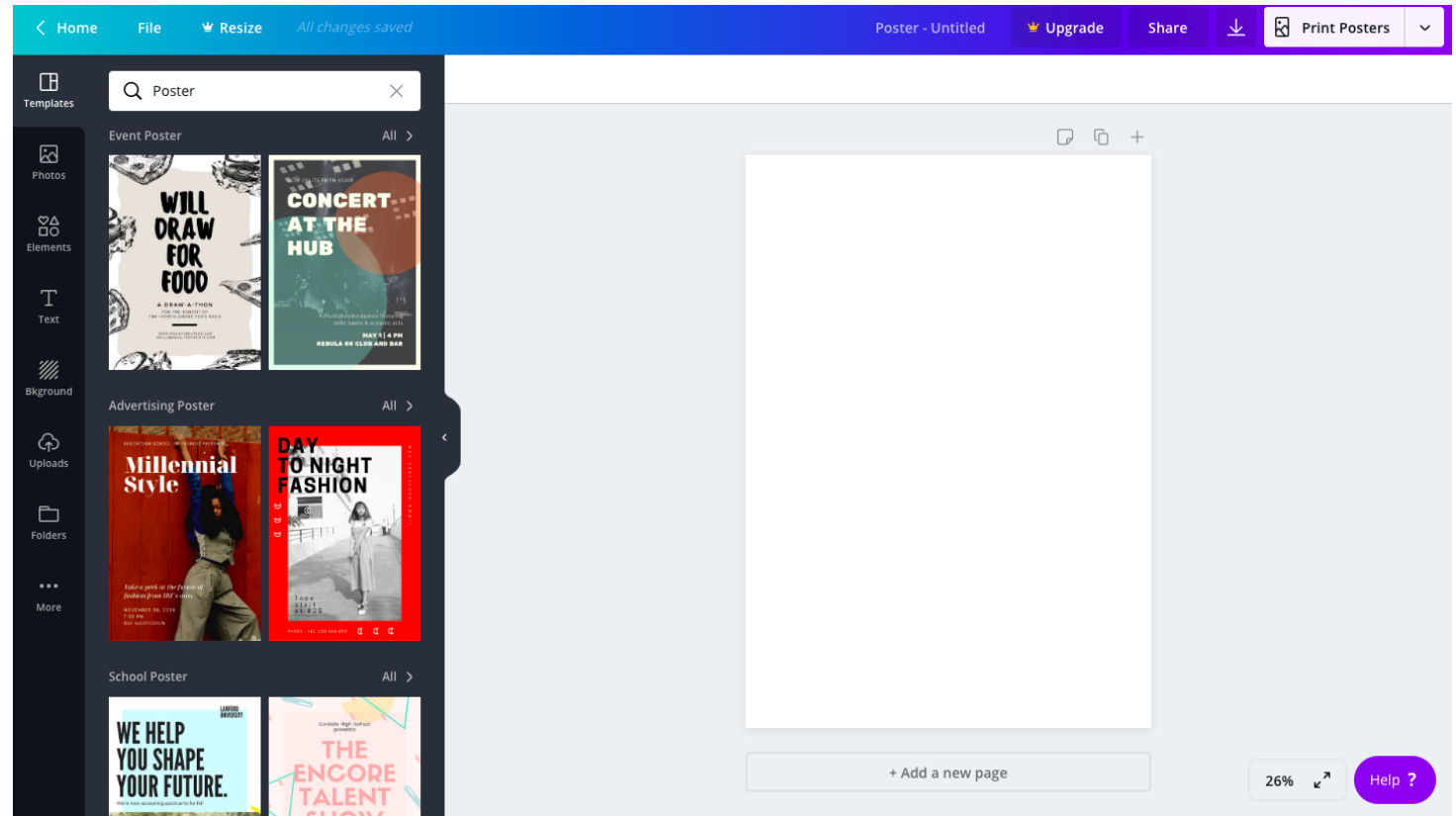
Color

Color has the ability to draw in or away an audience, influence a range of emotions, or carry a wide variety of connotations and symbolism. For instance, the color red is known to evoke emotions of urgency, determination or love, and the color itself has connotations with romance. Additionally, the color blue has connotations of misery, tranquility and intelligence. In conclusion, color can be employed to evoke a range of emotions, or to draw in an audience.

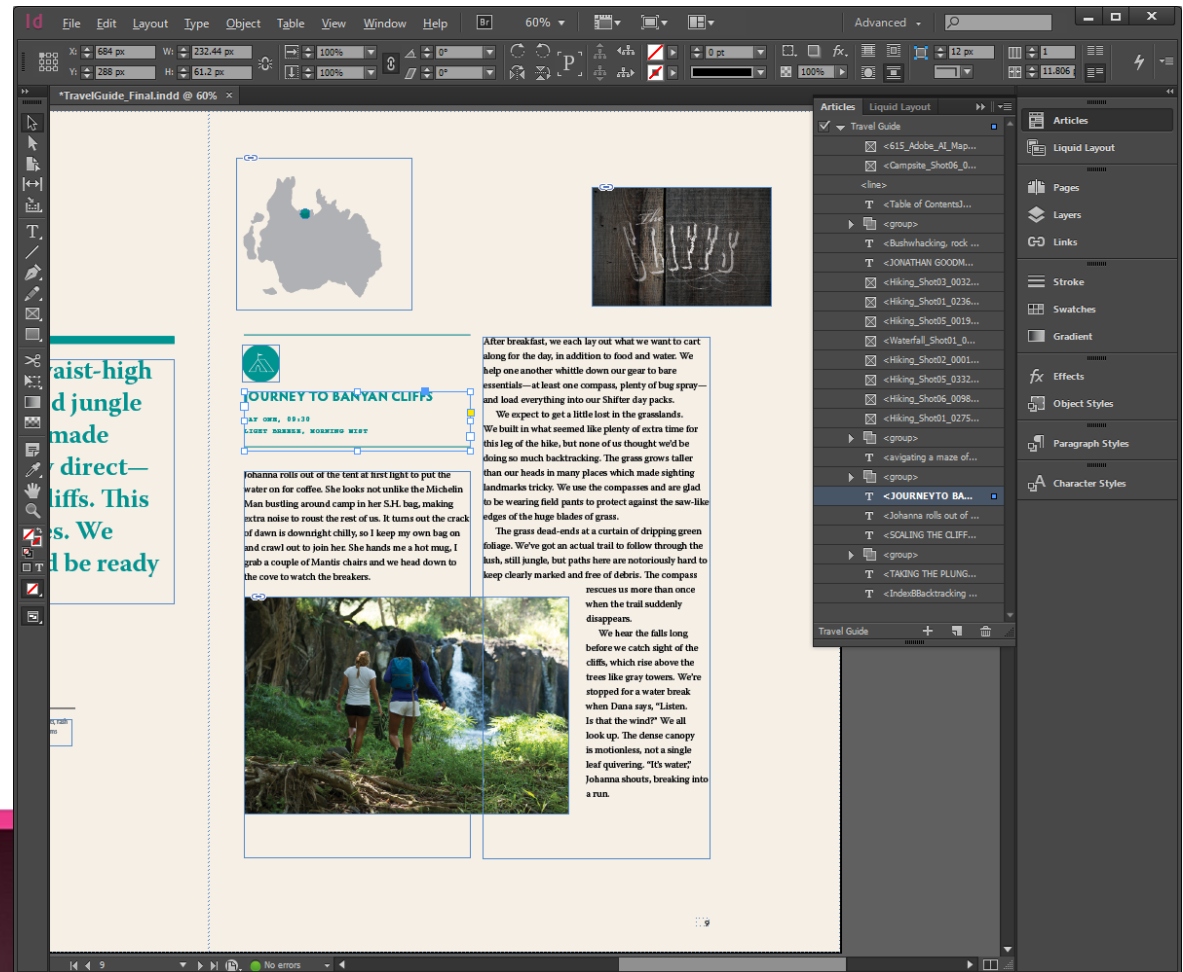


Software/Applications

In terms of making the poster itself, several softwares are available for use. An example of an easily utilisable software for making posters is Canva. Canva is an online website where posters can be made for free. As depicted in the picture aside, there are a wide variety of templates to choose from for the posters. Not only does Canva offer free online platform for making posters, it offers free templates for making Facebook ads, book covers, Instagram stories and even presentations.



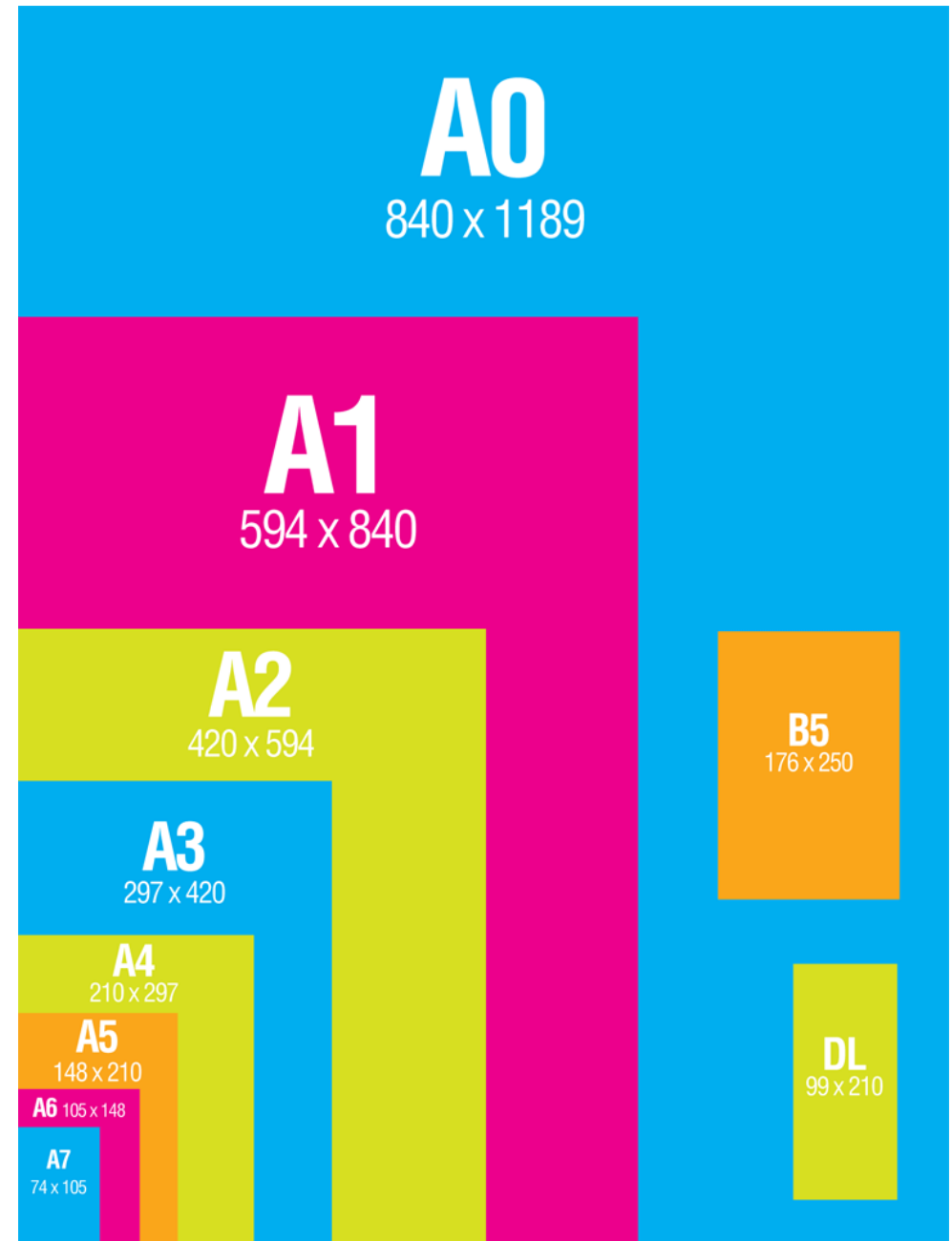
Another example of a software for making posters is Adobe InDesign. Although it is not free, this software can also be used to make not only posters but magazines, brochures, newspapers, and presentations. Therefore, both softwares can be used outside this unit for other tasks as well. In conclusion, both Canva and Adobe InDesign can be used to make the climate change posters.



Size

There are different sizes available for posters, with the smallest being A7 (74x105) to A0 (840x1189). However, for this specific task, the posters will be made in A3 as it is easier to adjust the quality of the poster (high, medium, low). For instance, a poster with the size of A0 would be difficult to print given the size of the printer.

Moreover, posters with sizes like A0 need specialised printers specific for printer posters of that size. As such, the suitable size for the climate change poster is A3, given the difficulty of printing A0 size posters, and making sure that the quality remains excellent and comprehensible throughout.



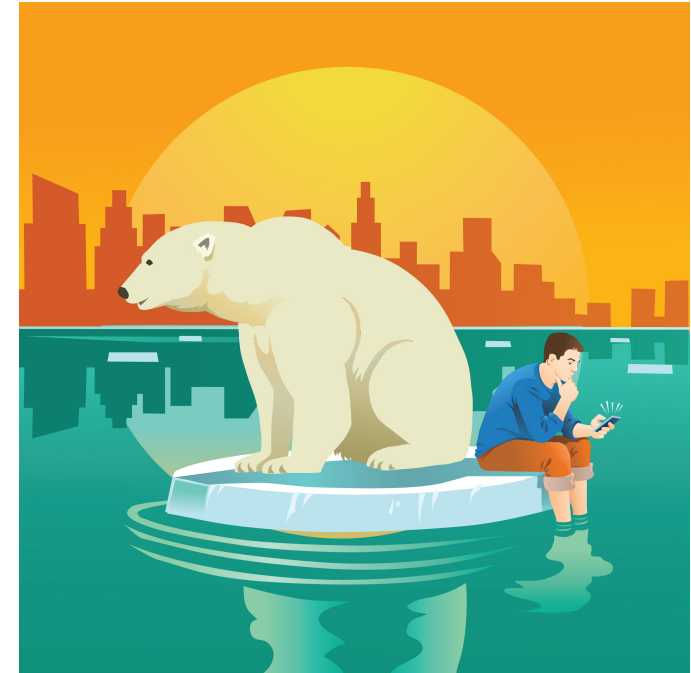
Typography

Typography is the art of text where text is expressed in various artistic forms by employing components such as font and color, typeface and height. Although typography incorporates fonts, typography does not have fonts typography is often confused for fonts, both are different as fonts are a component of typography. Typography plays a significant role in posters as it determines the overall style of the text. If the style is inconsistent and unappealing, it discourages the audience from reading the poster and often impedes the process of understanding of the topic the poster is trying to convey. The following picture depicts an instance where typography is used poorly.



Climate Change (Brief Summary)

In general, climate change is caused by a multitude of environmental factors such as increased emissions of greenhouse gases and deforestation, which contributes to melting glaciers, consequently raising the sea level higher and higher. Such effects can devastate countries worldwide as rising sea levels erode and sink the land, forcing people to find new shelter. As a result, climate change displaces many people around the globe regardless of location and the financial status of the specific country. For instance, while countries such as the Philippines and Bangladesh suffer from rising sea levels, New York and Miami also are vulnerable to rising sea levels. There are many ways to mitigate and adapt to the unprecedented effects of climate change. For instance, recycling products that are not biodegradable, or simply spreading awareness of the detrimental effects and potential mitigation strategies for climate change can help in the fight of climate change.



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Climate Change Poster

Criterion B

MYP4 Design G9

September 2019

TASK 1:

Develop design specifications for your solution, which clearly states the success criteria. Aspects to consider when creating your specifications include aesthetics, cost, customer, environmental considerations, form, function, manufacturing, materials, safety, and size (More on this from the IB website table 18 [HERE](#)).

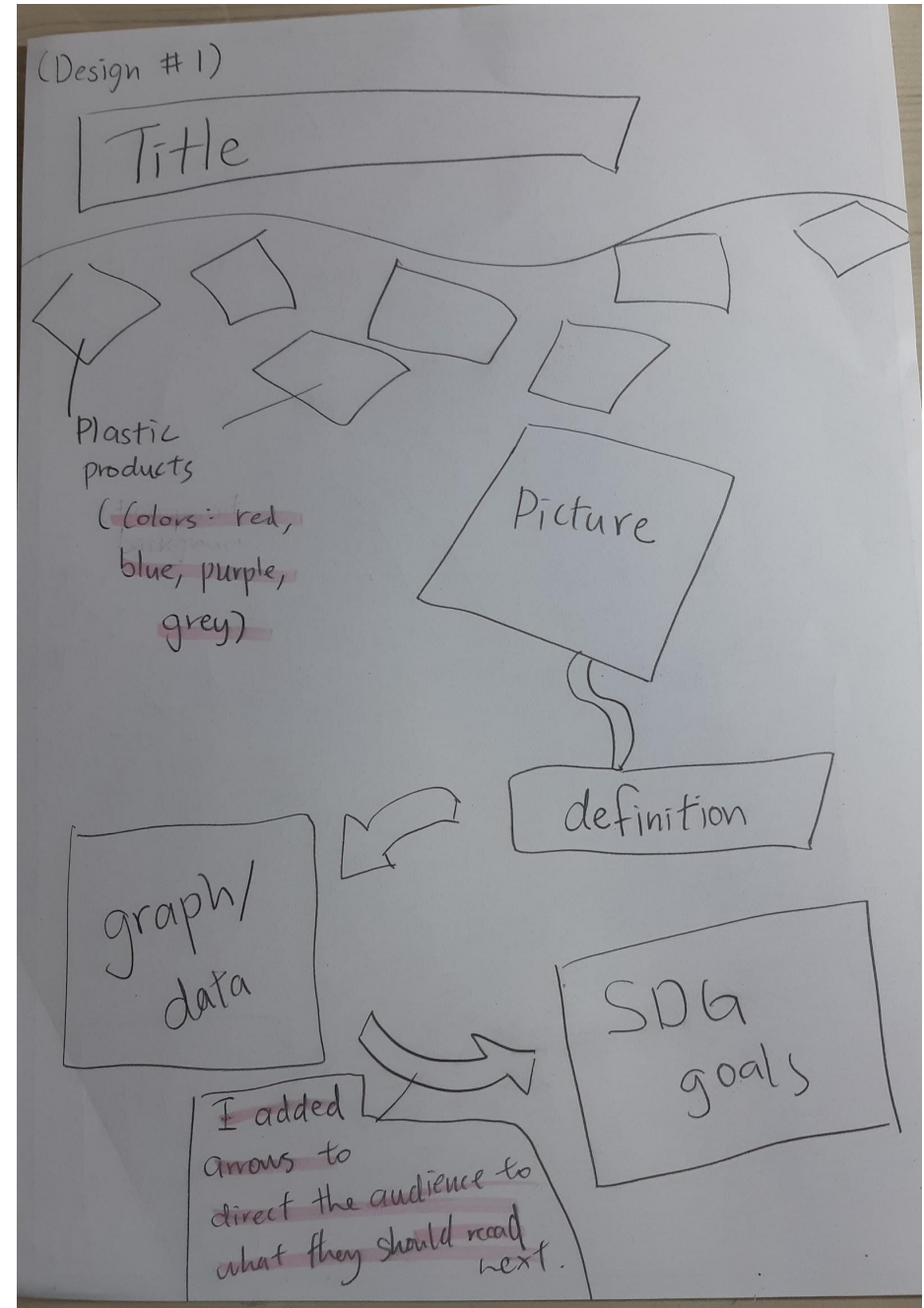
The table below is an example- you need to create your own specifications.

SPECIFICATIONS (WRITE AS A SENTENCE)	JUSTIFICATION (WHY IS THIS IMPORTANT)	TESTING METHOD (HOW ARE YOU GOING TO KNOW YOU WILL BE SUCCESSFUL?)	Essential or Desirable (is the specification something you must have (E) or something you would like to have (D)?
The color scheme of the poster will be limited to 3 colors maximum.	This is important as color plays a significant role in the aesthetics of the poster. If there are no set color scheme, the poster may discourage the audience from reading the poster. By having a set guideline on the maximum number of colors in the poster, the poster can be presented in a more neat and aesthetically pleasing manner. If otherwise, the poster can distract the audience from the message/topic, or compel the audience from reading the poster in the first place. Therefore, it is important that there should be a set color scheme for the poster as this plays a significant factor in the overall aesthetics of the poster.	I can test whether my design specification was successful or not by counting the number of colors used in the final design of the poster.	Essential, as the color scheme plays a significant factor to the aesthetical design of the poster. Additionally, the aesthetics of the poster can play a major contribution to the poster and its overall effectiveness at relaying information-- an effective and pleasing aesthetic design for the poster can attract an audience easier and more effectively. Therefore, a set guideline for the color scheme of the poster can determine the overall effectiveness of the poster itself.
The poster will be made in Canva.	When considering the overall quality of the poster, the software or the application used for the poster can contribute massively. For instance, when the	I can test whether or not my design specification was successful by documenting which	Essential as the software of the poster can determine the overall quality of the poster along with

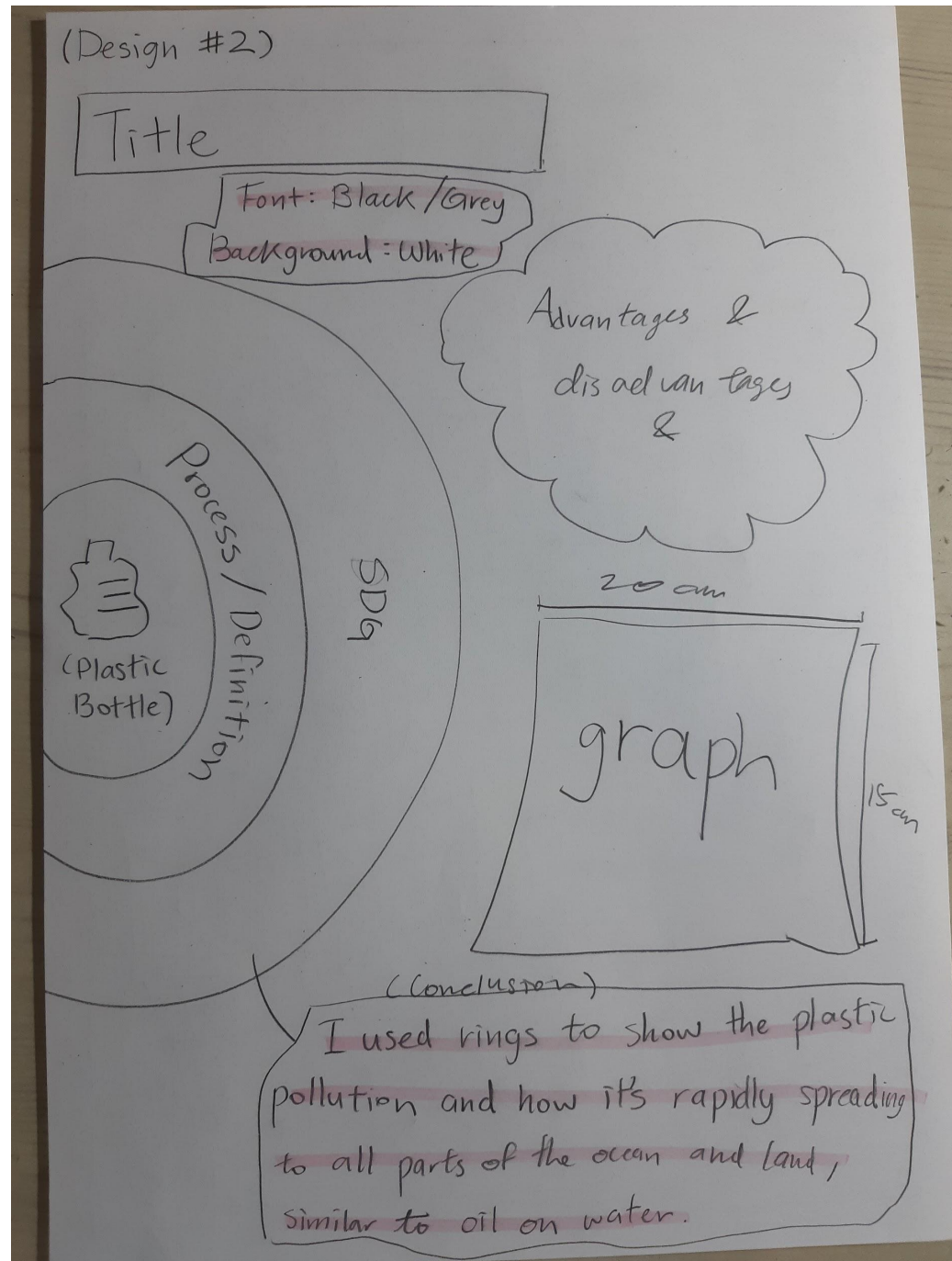
	software or the application used for the poster is switched halfway, the poster may be pixelated or have its quality worsened during the transfer. Moreover, in the primary research I have conducted for Criterion A, the majority of the correspondents of the survey preferred Canva as their ideal software for designing a poster given the abundance of free templates provided on the Canva website. Therefore, this design specification is important as a solid method of designing the poster should be established as it also determines the overall final quality of the poster itself.	software I have used in Criterion C, when I start designing the poster itself.	the design choices that come along during the process of making the poster itself, which is Criterion C. Moreover, when the software used for the poster is only limited to one, the chances of the poster becoming pixelated during the process decreases with the final product consequently becoming more clearer.
The final poster design should be in svg format.	The svg format enables an image to retain its overall quality when enlarged to extreme sizes, whether it be large or small. As such, svg formats are crucial when designing logos and posters as the quality retained can also attract and facilitate the understanding of the audience as the text and images are easy to see and comprehend. As such, the final format of the poster also plays a significant role in the overall effectiveness of the poster as increased quality results in an increased attractiveness, effectiveness and overall effectiveness of the poster itself.	I can test whether or not my design specification was successful reviewing the printed version of the poster and seeing whether or not the quality has been retained successfully enough to facilitate the understanding of the poster itself.	Essential as the quality of the poster can also facilitate the understanding of the poster itself, along with overall effectiveness and attractiveness of the poster itself. Moreover, the svg format retains the original quality of the poster - thus making the poster more easier to understand and comprehend later on when it is printed to be displayed for the HIS community.

The specifications should be directly connected to the design brief. Writing a specification can be a difficult job if the design brief is not well researched and written. If a solution or design fails to meet an aspect of the specification, it can be considered that it has not met the criteria for success.

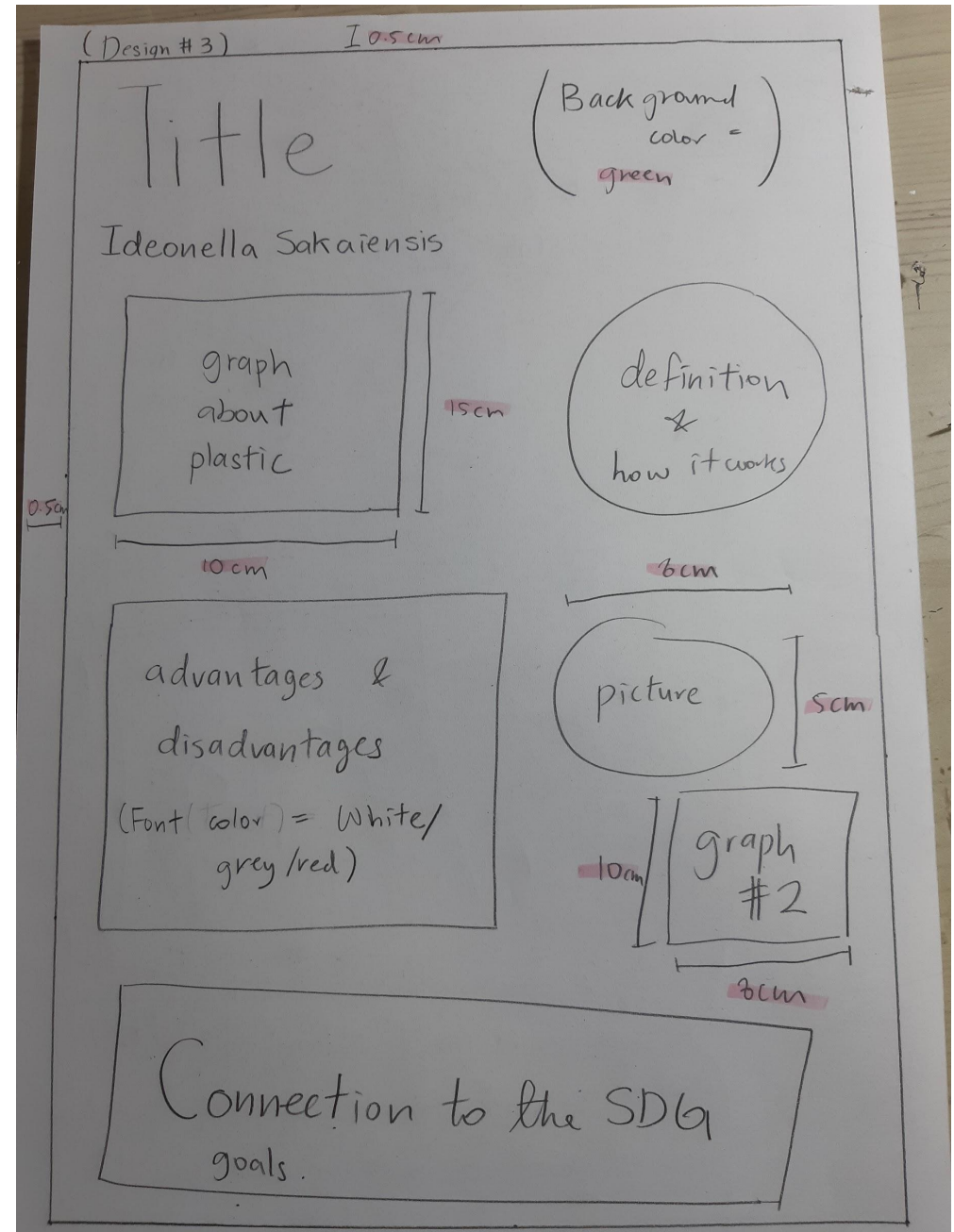
Climate Change Poster - Design #1



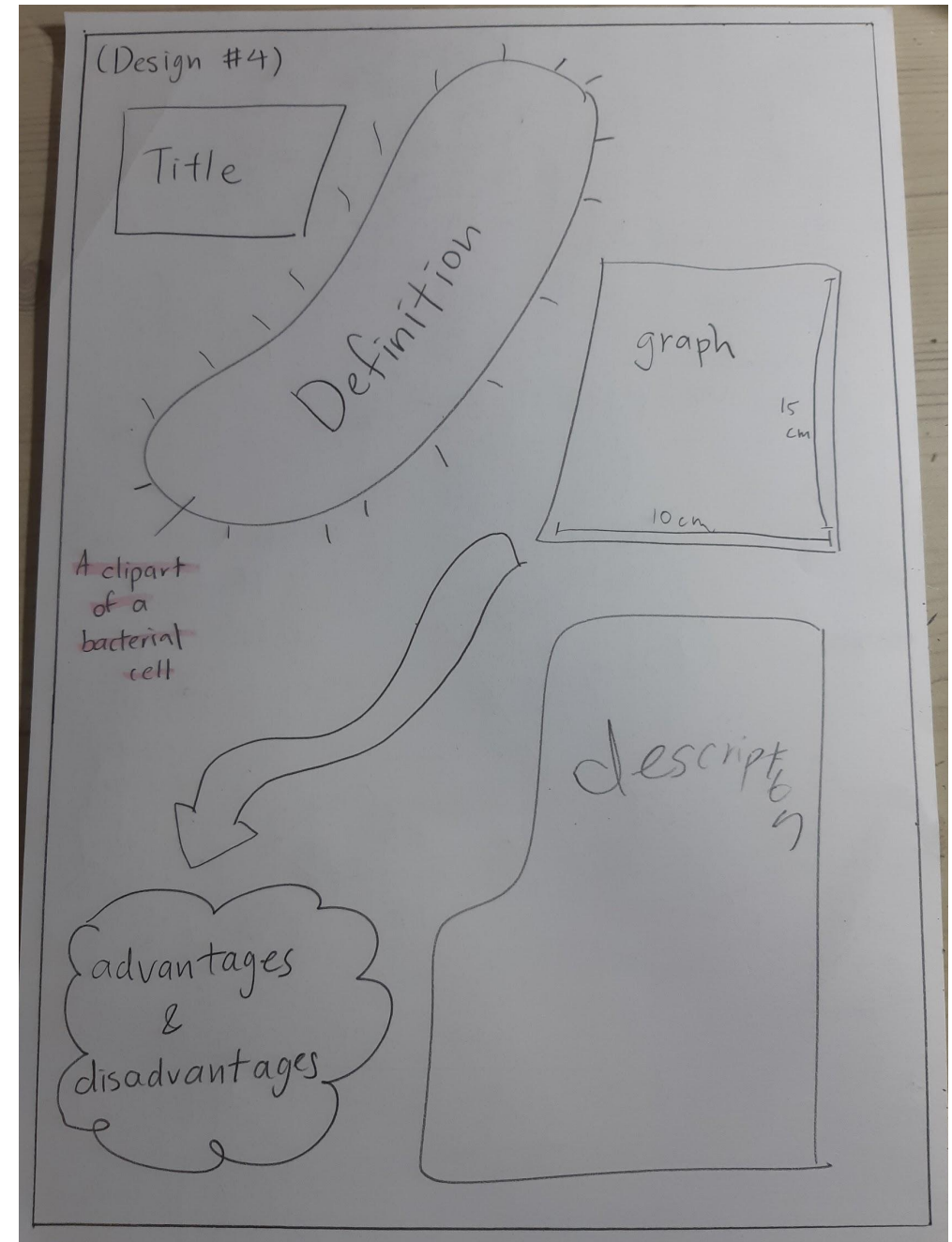
Climate Change Poster - Design #2



Climate Change Poster - Design #3



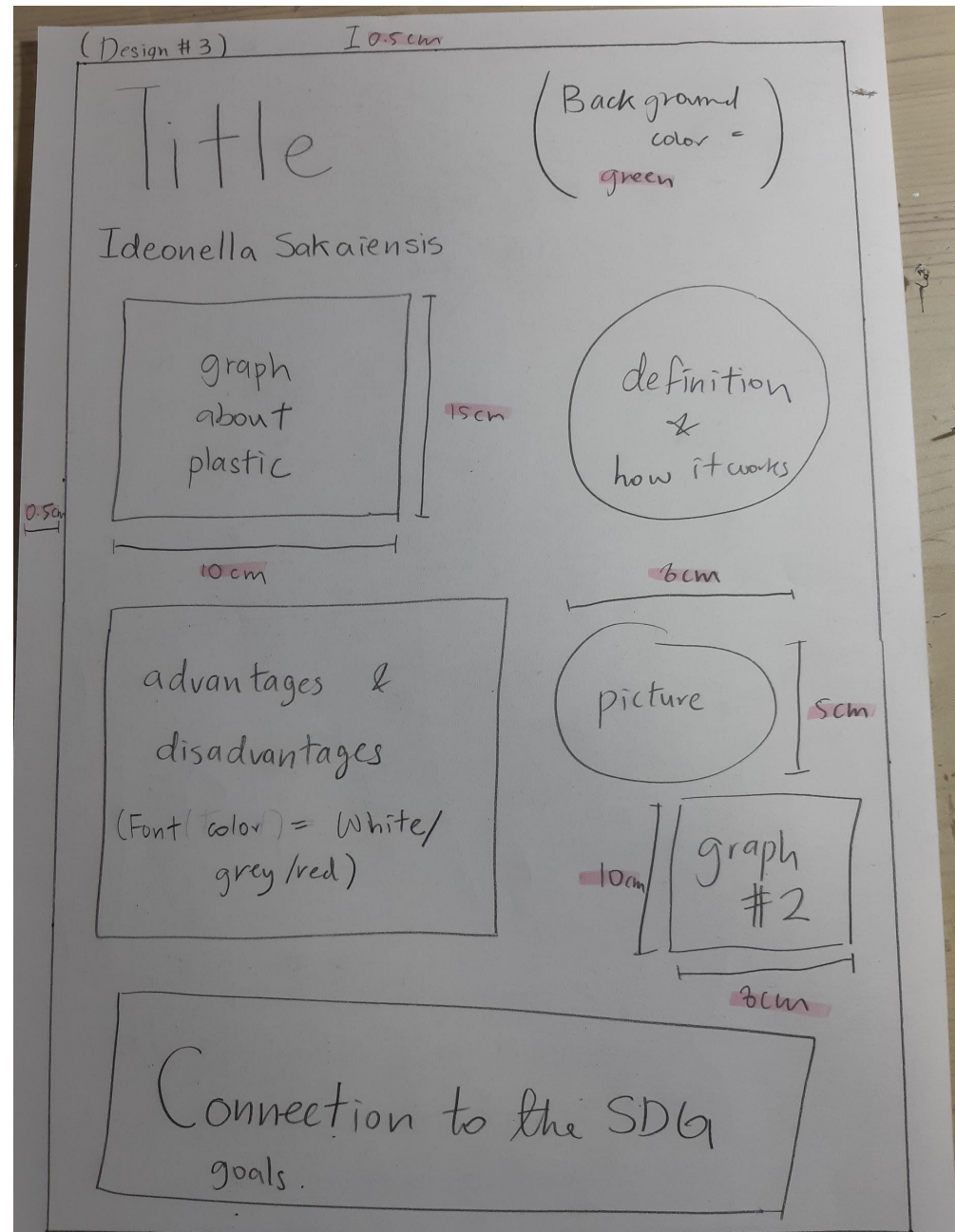
Climate Change Poster - Design #4



Final Chosen Poster Design - Design #3

Justification

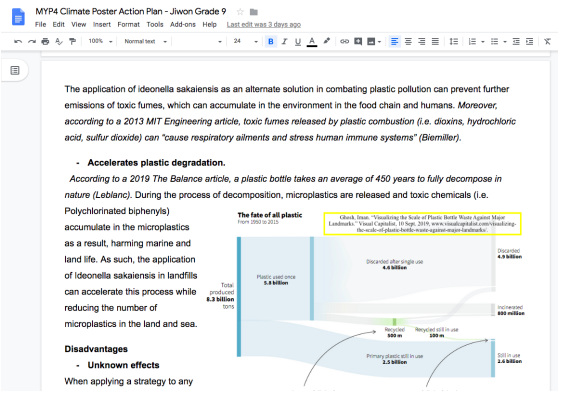
I chose Design #3 as my final poster design as it can easily incorporate most of the design specifications I have listed above. For instance, it is easier to add 3 colors for the color scheme of this poster as there are not many icons needed for this poster design. Moreover, transparent icons are difficult to find and are often not free as well. This design organises different information in a coherent manner and is not distracting. However, the design specification 'The final poster design should be in svg format' did not influence this decision as all posters can be converted to svg format.



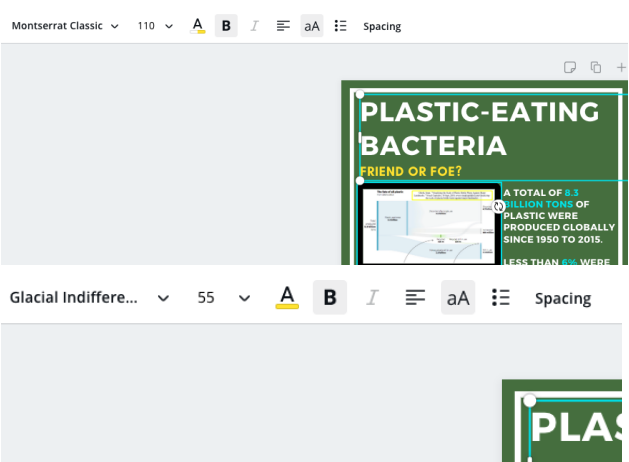
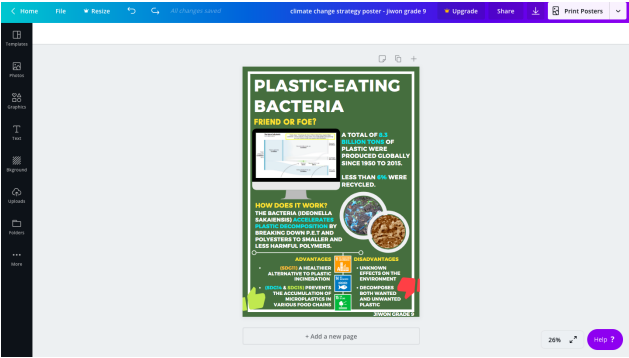
Climate Change Poster
Criterion C
MYP4 Design G9

Logical Plan and Processes

Climate Change Strategy - Plastic-Eating Bacteria (Ideonella Sakaiensis)

Milestone	Date	Resources	Process	Visuals	Evaluate
(Main stages in the creation of your logo)	(when will this be completed)	(tools, materials,)	(describe how to do this step)	(graphs, diagrams, screenshots etc.)	(how did it go? what will I do next?)
Finish researching on the Climate Change Strategy (refer to the I&S Action Plan)	1/10/19	Easybib, secondary information (online websites)	For this step, I came up with several research questions to organize and plan the information that is going to be presented in the poster. Then, I read the information presented on the website. Subsequently, I summarized and paraphrased the information presented and added at least one picture for each research question.	 Climate Change Strategy Research Notes Research question #1 - What is the scientific process behind the decomposition of plastic resulting from the bacteria? (notetaking, paraphrasing, summarising) Ideonella Sakaiensis breaks down plastic as a part of getting its meal of carbon dioxide and other carbon compounds through the release of 'PETase' and 'MHETase' enzymes. The enzyme PETase binds onto the surface of PET (Polyethylene Terephthalate) polymers, consequently breaking down the PET polymers to smaller polymer blocks of mostly MHET. Then, MHETase is released to break down MHET to two polymer blocks of terephthalic acid and ethylene glycol. After this process, some Ideonella Sakaiensis feeds on the byproducts of the process (carbon dioxide) as fuel. Research question #2 - What are some potential advantages and disadvantages that come with the application of this bacteria? (notetaking, paraphrasing, summarising) Advantages - Alternative solution to plastic combustion	Overall, this milestone/step was completed successfully without encountering any significant issues or problems. For instance, I found some parts of the research question difficult as there weren't many websites available that were relevant to the research topic. For the next step, I plan on choosing a color scheme for the overall design of the poster as a starting basis of the poster design process.

Decide on the color scheme of the poster.	2/10/19	Canva	For this step, I went to the color options on Canva, and chose three colors that I could potentially use while designing the poster. By choosing the three colors directly on Canva, I was able to use those colors anytime and this facilitated the process of specifically doing this task.	Q Try "blue" or "#00c4cc" +	Overall, the process went without any significant difficulties, and I was able to finish this step on the intended date. This was mainly because the colors were available and applicable to all fonts. This made the process of choosing and trying out different combinations of colors easier and quicker and I was able to find a fitting color scheme before the deadline. Next, I will choose different combinations of font to use for the poster.
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Change and finalize the font used on the poster.	3/10/19	Canva	I completed this step similarly to the previous step by choosing various fonts for the poster, and testing each different combinations of fonts to see which combination was the most suitable for the poster.	 A screenshot of the Canva design editor. The top toolbar shows the font 'Montserrat Classic' in size 110. The main canvas displays a poster titled 'PLASTIC-EATING BACTERIA' with the subtitle 'FRIEND OR FOE?'. The poster content includes a diagram of a bacterium, a text box stating 'A TOTAL OF 8.3 BILLION TONS OF PLASTIC WERE PRODUCED GLOBALLY SINCE 1950 TO 2015. LESS THAN 1% WERE RECYCLED.', and a section titled 'HOW DOES IT WORK?' with a list of bullet points. The bottom toolbar shows the font 'Glacial Indifference' in size 55.	Overall, I did not encounter any significant difficulties during the process as there were a wide variety of fonts to choose from, in which all were free to use. This helped immensely during the process where I tried and chose different combinations of fonts for the poster.
Arrange the pictures and information similar to the planned design.	3/10/19	Canva	For this step, I looked at the design and arranged the pictures, texts, fonts, and colors as similar to the design while making minor changes to make the poster more aesthetically pleasing and attractive for the audience.	 A screenshot of the Canva design editor showing the final layout of the poster. The poster is titled 'PLASTIC-EATING BACTERIA' and 'FRIEND OR FOE?'. It features a central diagram of a bacterium, a text box with statistics, and a section titled 'HOW DOES IT WORK?' with a list of bullet points. The poster is set against a green background with white and yellow text. The bottom toolbar shows the font 'Glacial Indifference' in size 55.	Overall, the process was successfully completed before the intended date. However, given how there is limited space on the poster, several changes were made during the process of arranging the information and text onto the poster.

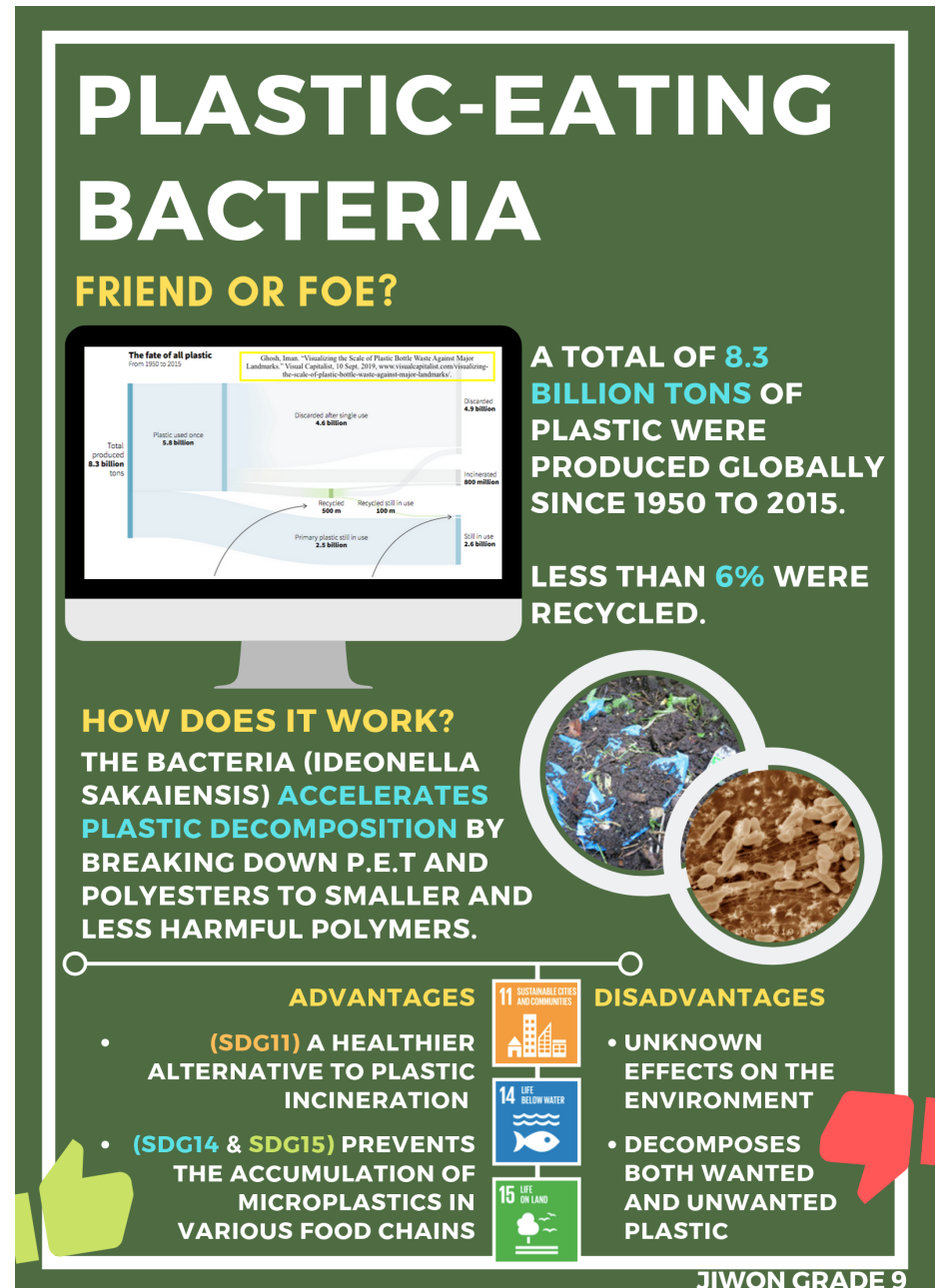
Final Design

Digital version (.svg):

https://drive.google.com/drive/folders/1hG1akzQb4fsU074Y_gqhA1b6duWW50y?usp=sharing

Justifications for the changes made to the design:

During the process of making the final poster, I added several changes to the design idea I had in mind in Criterion B. First, I moved the text box (*definitions and how it works*) to the middle-left, something I initially planned on having on the top-left in Criterion B. I made this change so that I could add some observations and facts from the graph near the graph itself so that the audience can see the graph along with the observation that links the graph with the climate change strategy. Consequently, after moving the text box (*definitions and how it works*) to the middle-left, I had to move the text box (*advantages*



and disadvantages) to the bottom while connecting them to the related SDGs. During the research process in I&S, there were a lot of information regarding the advantages and disadvantages of the plastic-eating bacteria Ideonella Sakaiensis, and I decided to merge the two sections on the bottom (Connection to the SDGs) with the advantages and disadvantages of the climate change strategy. Additionally, I did not add a second graph to this poster as there was a lack of space in the poster, and I thought that the first graph was sufficient for the poster and successfully provided a problem and justification to the climate change poster.

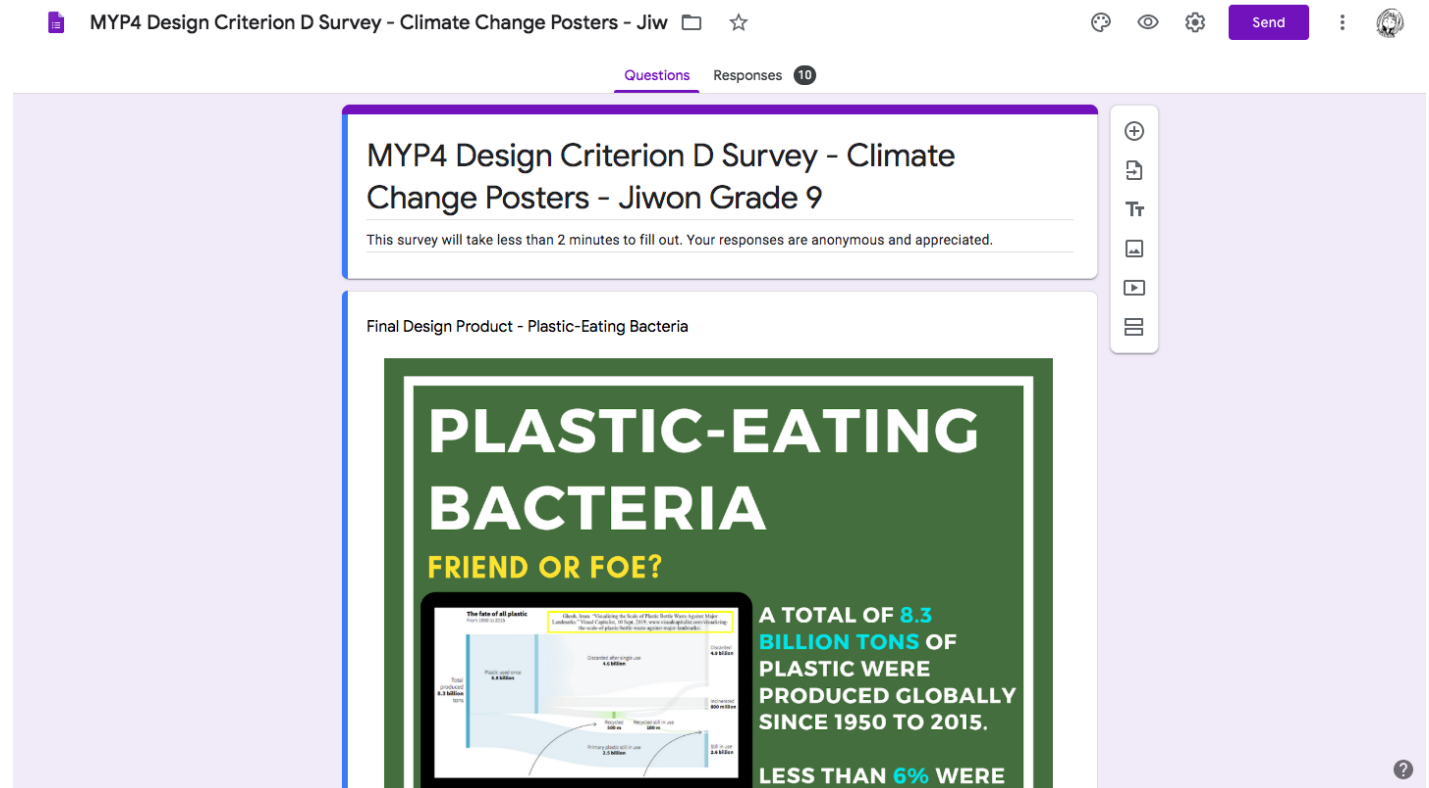
Climate Change Poster
Criterion D
MYP4 Design G9

Criterion D Survey - Climate Change Poster

In order to evaluate my design product, I have sent a survey to a sample of the intended target audience, being Grade 9. Overall, I received 10 surveys.

Through sending out a survey, I can gather evaluations and individual opinions on the final product, which I can use to evaluate

my final product and identify strengths and faults of the poster for Criterion D. Additionally, it further helps provide additional insights to the final product which can be used to develop a better analysis on the final product along with its successes and failures.

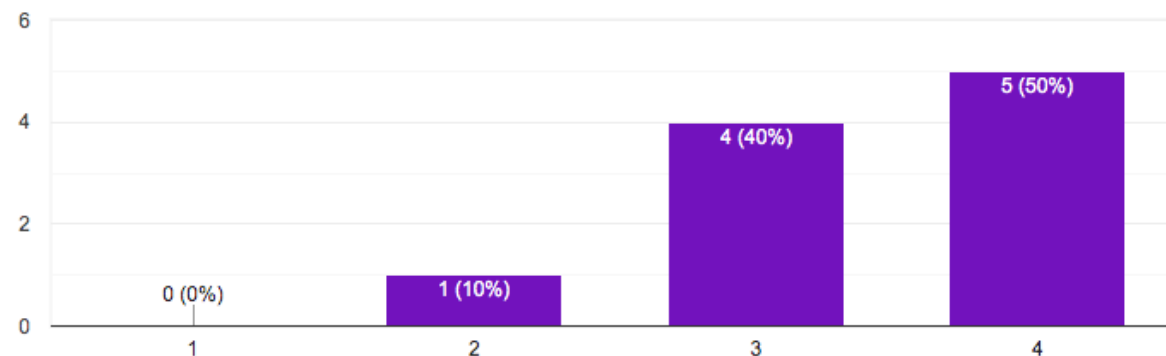


At the beginning of this survey, the final design of the poster was displayed as a reference for answering the questions in the survey. Additionally, I placed a linear scale underneath the question to collect answers. This is because I felt that it facilitated the process of

collecting information as it was simpler compared to the conventional method of individual written answers. Although this question was not directly related to design, I feel that it helps evaluate the success and shortcomings of the final product in terms of the design specifically as the majority of the previous correspondents for the Criterion A survey for this unit agreed that relaying information from the poster to the audience could be facilitated through the use of concise and short texts. Overall, 50% of the correspondents believed that the final product was fully successful in terms of relaying and presenting information through the use of posters, while the other half believed that the final product was partially successful or unsuccessful.

How would you rate this poster in terms of the information display (fluency, organization)?

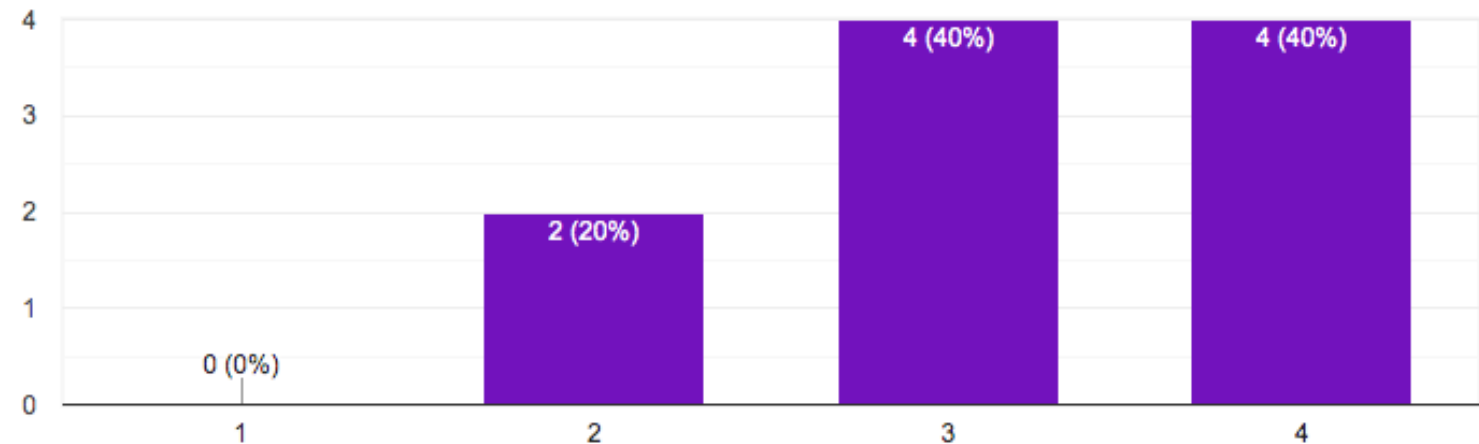
10 responses



For the second question, I also placed a linear scale, while asking the correspondents on their overall ratings on this poster in terms of the aesthetics

How would you rate this poster in terms of aesthetics and overall design?

10 responses



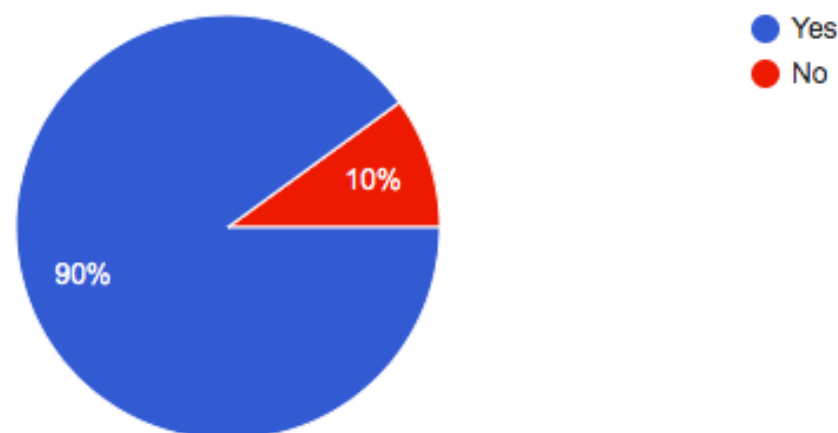
and overall design, which was directly related to design. Overall, 40% of the correspondents believed that the final product was fully successful in terms of fulfilling the design problem, while 60% believed that the final product was partially successful or unsuccessful. 0% of the correspondents that took the survey believed that the final product was fully unsuccessful.

For the third question, I placed a multiple choice list of 'yes' and 'no' as the question was a closed-ended question. I found this method simple and easy to collect as other forms of

answers like short written answers would be harder to analyse as each individual answer may be different. Out of the 10 correspondents, 90% believed that the poster was suitable for the intended target audience overall while the other 10% did not.

Overall, do you think that the poster was suitable for its intended target audience (HIS community)?

10 responses

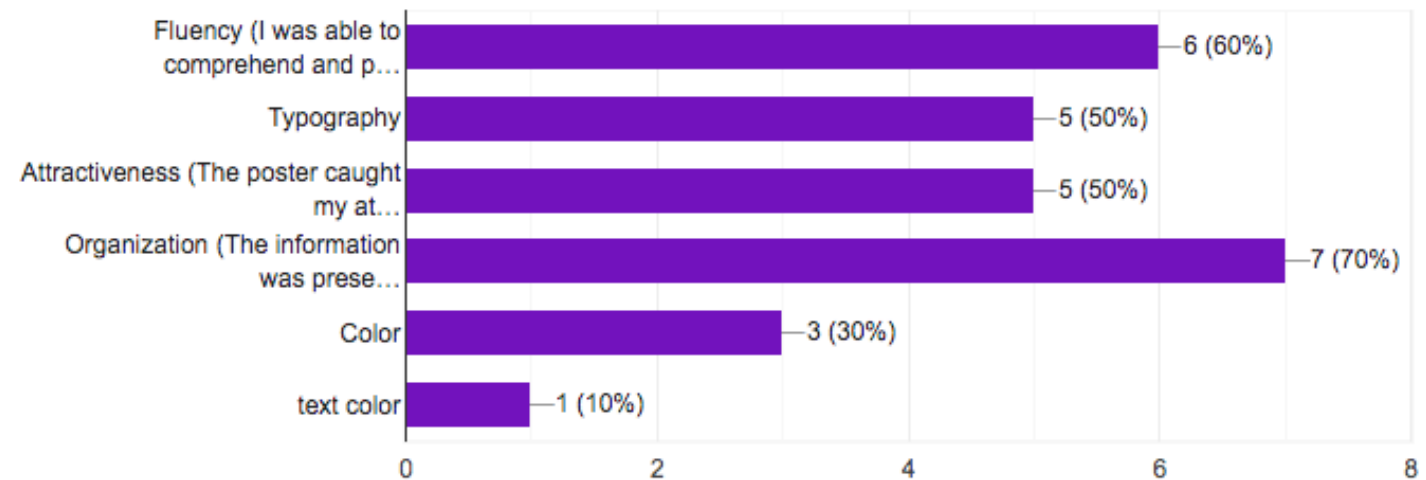


For this question, I placed a checkbox list consisting of options ranging from fluency and organization to color and overall attractiveness. This facilitated the process of pinpointing the strengths of the final product, and make sure to maintain these strengths in other

similar final products in the future. Out of the 10 responses, the majority (70%) at least agreed that the poster was presented in a clear and cohesive manner (organization). 60% at least agreed that they were able to comprehend and process the information presented with ease and no difficulties (fluency), while at least half or less than half of the total correspondents at least believed that typography, color and attractiveness were one of the strengths of the final product.

What are some strengths about this final product?

10 responses

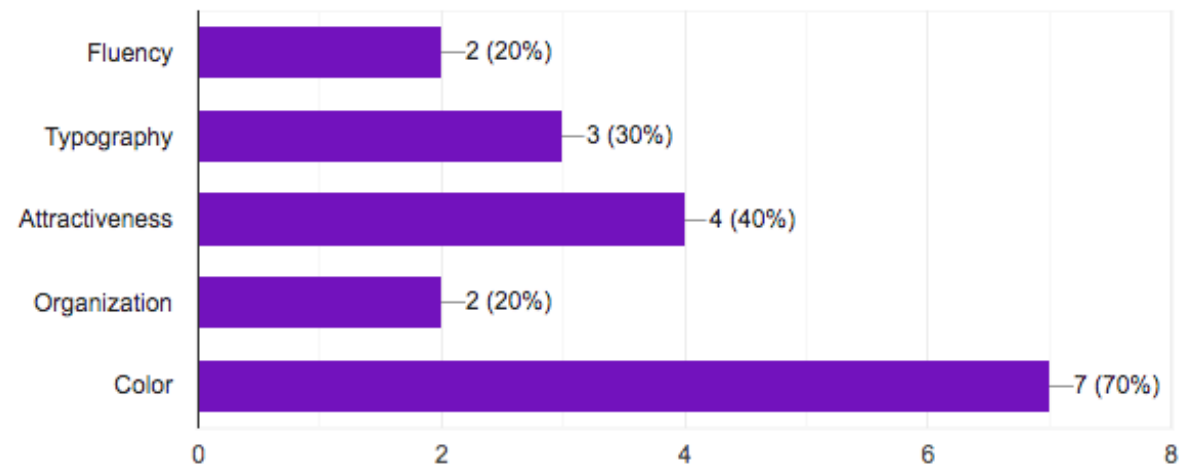


For the last question of the survey, I also placed a checkbox list with the same range of options from the previous option. I chose to gather answers using this method because it made the process of processing the responses gathered easier and faster. Overall, out of 10

responses, 70% at least agreed that color was something I could further work on, while 40% at least agreed that attractiveness was something to be improved on. 30% at least agreed that typography was something to improve on, while 20% at least agreed that fluency and organisation was something to work on.

What are some improvements I could work on for this final product?

10 responses



Impact of the Solution on the Target Audience (HIS Community)

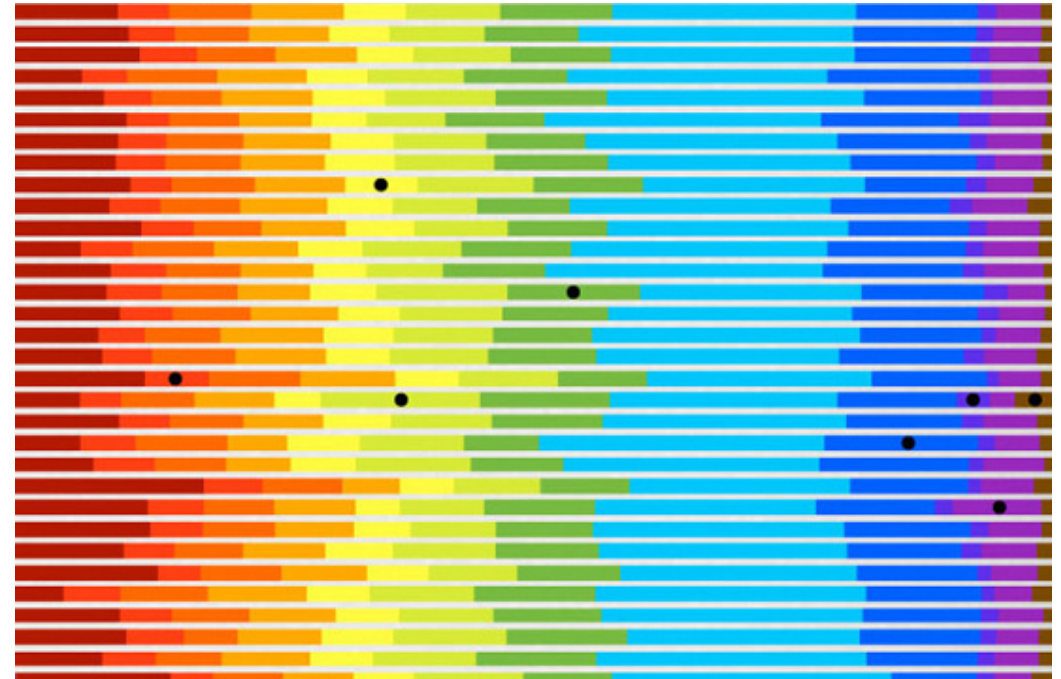
Overall, I feel that the final product has made an impact on the target audience, but only to a certain extent. This is because the poster was made to spread awareness of the climate change strategy (plastic-eating bacteria) along with its advantages and disadvantages. Therefore, while the poster can help establish an understanding on climate change strategy, it does not directly act on climate change and its vast effects but rather indirectly acts on climate change by spreading awareness on the issue and a possible solution to the problem. Personally, I believe that the final product helped me further develop my designing skills (specifically when making the poster) and my paraphrasing skills as I made attempts to briefly summarize my research and present them in a manner that can be understood by the HIS community, which are elementary and secondary teachers and students. In conclusion, while the poster was not able to directly impact the target audience, I believe that it has indirectly affected the target audience as it spread awareness about a climate change strategy.

Potential Improvements for the Final Product

As mentioned from the survey conducted above, I believe that I can work more on choosing the appropriate color and typography for the poster.

While the majority of the correspondents of the survey agreed that the information was organized fluently and coherently, I also believe that I can work on further reducing the frequency of text in the poster. Therefore, by improving the final product by choosing a more appropriate choice of color and typography, I can add potential improvements for the final product. Additionally, this can be achieved through further researching on various sets of successful and appealing sets

of color schemes and typography and further paraphrasing the research conducted by finding synonyms to replace certain words or phrases to make the poster more spacious and look less crowded.



Self-Reflection on ATL Skills

Overall, I believe that I have improved on my ATL skills through this IDU unit. For instance, through researching on two completely subjects (Design and I&S), I was able to further establish a better understanding on various topics such as climate change and some of its detrimental effects, along with the importance of color and typography and the different methods that can be used to attract an audience and further improve my research skills. Moreover, I developed my communication skills as I have made attempts to use visual components such as color and typography to attract the target audience, and paraphrase text into shorter and more concise forms to effectively communicate with the audience. Therefore, I can use my communication and research skills (which I have further developed during this IDU unit) in other subjects such as visual arts, where various forms of art are often researched and analysed upon, and to future assignments that require various media such as a poster or a presentation. Furthermore, I can use the newly acquired knowledge from this unit to get a better understanding of today's issues and conflicts, which is often connected to different units.