

The assessment is 100% portfolio and is based on the completion of one task.

Design an A1 poster with dimensions 84.1 by 59.4 cm by analysing a dataset of your preferences. You must include the learning objectives covered in the module.

You may use any suitable software to generate your poster but please submit a .pdf version of your poster to avoid software version issues.

Task

Submission: Design an A1 poster with dimensions 84.1 by 59.4 cm. You have to search online for a dataset on a topic of your preference which you will analyse using Tableau or Excel software, and create diagrams for your findings. The charts must be clear and visible enough to read and understand, and you need to accompany your charts-findings with 500 to 1000 words. The documentation must be based on your research on up-to-date publications relevant to the selected poster topic, including a reference list section (Harvard Style).

Design: The poster, except informative, must also be aesthetically attractive (visually appealing), essential to attracting your audience's attention. For this purpose, you need to use a specific colour palette, carefully select the type of charts for your findings, use font size variations to facilitate your research's presentation and readability and include solid and memorable messages from your data analysis results. If you intend to include pictures for aesthetical reasons, they must be high resolution and relevant to your research subject.

Presentation: To whom are you communicating? You will need to tell the examiners what type of audience your poster is targeting. The more specific you can be about your audience, the better position you will be for successful communication. Avoid general audiences, such as "internal and external stakeholders" or "anyone who might be interested". What storytelling did you find in your dataset? What messages do you want to deliver to your readers? Your messages must be relevant to your audience's needs. You should also be clear about how you managed to communicate with your audience. Therefore, you will need to clarify what methods (charts – colours pallets – overall design aspects-messages design) you used in your poster to communicate with your audience.

Guidelines

Your poster submission should be 500-1000 words in length.

Please make sure that you correctly cite and reference all secondary sources you use, and include a reference list. The reference list will not be included in your final word count.

Grading

This activity will be graded and you will receive feedback on it. The following rubric is provided to help you understand how you will be graded: [7CS035 Marking Grid.pdf](#)