THE SPECIFICITY OF EDUCATIONAL POSTER DESIGN

Andrijana Vansevičiūtė,
dr. Inga Valentinienė *(supervisor)*
Kaunas University of Applied Sciences, Arts Academy

Research purpose. Educational posters offer a hassle-free and inexpensive way for students to practice lesson content both in class and in their home environment. Educational posters are a popular learning aid used frequently by teachers, so increasing their effectiveness can stimulate learning and help students achieve better understanding and higher academic results. So, the aim of the research is to provide guidelines for the design of educational posters to create posters that are interesting to children and increase learning effectiveness.

Keywords: educational poster, graphic design, visual learning

Research Methodology. Empirical research, qualitative research and scientific literature review.

Results / Findings. An educational poster is commonly used by preschoolers and students as a visual learning aid. Their function is to portray information in a visual way. It is very purposeful to use them because visuals play an important role in our ability to recall and ultimately, to apply learned knowledge to a task. To achieve this, educational posters must be created according to the principles of correct graphic design, based on knowledge of children's psychology and color science. Children's brains are still forming and are unable to selectively concentrate on something when there are other, especially visual, stimuli. It is because of this characteristic of children that the design of educational posters must not be overloaded with colors and other visual elements, and be informative, understandable and only as visual as is necessary for the child to be interested. The aim of the paper is to provide guidelines for the design of educational posters that are interesting to children and increase learning effectiveness.

Originality / Practical implications. The use of posters created according to the psychological needs of children in the teaching / learning process will increase the efficiency of knowledge acquisition.