**Psychology – extra credit**

Objective: - to create a poster, infographic or visual guide regarding SLEEP for the MPH community; to be display to provide

* This may be on **any topic of sleep** that would pertain to ANY member of the MPH community (faculty, toddlers, middle school students)
* Topics ideas: sleep deprivation causes and/or repercussions; dreaming, effects of technology on, help for those who can’t sleep, brain on lack of sleep, sleep anxiety, sleep and learning; sleep and depression/anxiety/emotions; stress-sleep cycle,

**Your project must include**:

* Pertinent information about your topic
	+ Facts about sleep
	+ @ least two resources that pertain to your topic
	+ One summary of **current** research findings about sleep; must be from an acceptable source (academic/research journal)
	+ All relevant vocabulary terms
	+ Data or numbers that are involved with your research
	+ A conclusion you want the viewer to draw
* Logical flow and organization
* A title that will grab viewer’s attention
* Visual information (graphs, charts, photos, etc) should be presented in a using good design principals.
* Presentation always counts, but your brochure can be digital or done by hand if done neatly.
* Be careful that you are only utilizing reliable sources. Any resource you use must be cited. Cutting and pasting is also unacceptable

**This assignment will be due on Thursday, April 4th.**

**What is the poster for / about?**

Having a clear understanding of the purpose of your poster and any particular, or specified, requirements will help you make informed decisions during its creation.

1. *Who is the intended audience for your poster?*
* Why are you making the poster?
1. *What type of poster is it?*
* Is it to highlight the key points of an issue or topic? Are you using it to explain a process, to present data or research?
* What about the 'tone' of the poster? - will it be informative or emotive, creative or factual, visually busy or quite lean?
1. *What message are you trying to convey?*
* What information needs to be conveyed? What details need to be included? What can be left out? Only include sufficient content to say what you need to say and avoid using irrelevant information or decoration.
* How can you best display the information? Should you use a text based or a graphically dominant design?
* What will be the focal point on your poster to get the viewer's attention? Techniques include using the structure of the design, some dominant text such as the title, or a visually arresting graphic or picture.
* Are there charts, graphs, tables or images that need to be included? Do you have to include any corporate logo or branding, sponsor logos or copyright acknowledgements? Are there rules to observe in using them?