

How I Designed and Created My Digital Poster

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SOCIAL MEDIA LITERACIES: WHAT ARE THEY AND HOW YOU CAN GET THE MOST OUT OF BEING ONLINE

1

Attention

Holding attention can be hard, but if we practice mindfulness, and self awareness we can have a better presence and focus online.



2

Participation

Being apart of a community ad participating is important. Engaging, creating content, and being responsible will help foster a tight online community.



5

Critical Consumption

Everything else does not matter if you ending up getting caught up with disinformation. Using CRAAP diction , you can evaluate topics found online.



Network Awareness

Understanding how information spreads and can influence others is part of being responsible online. Learning how to navigate netowrks will help to contribute to them.



4

Collaboration

Everyone coming together for common goals is something that can be special about being online. Effective Communication and Ethical cooperation is critical.

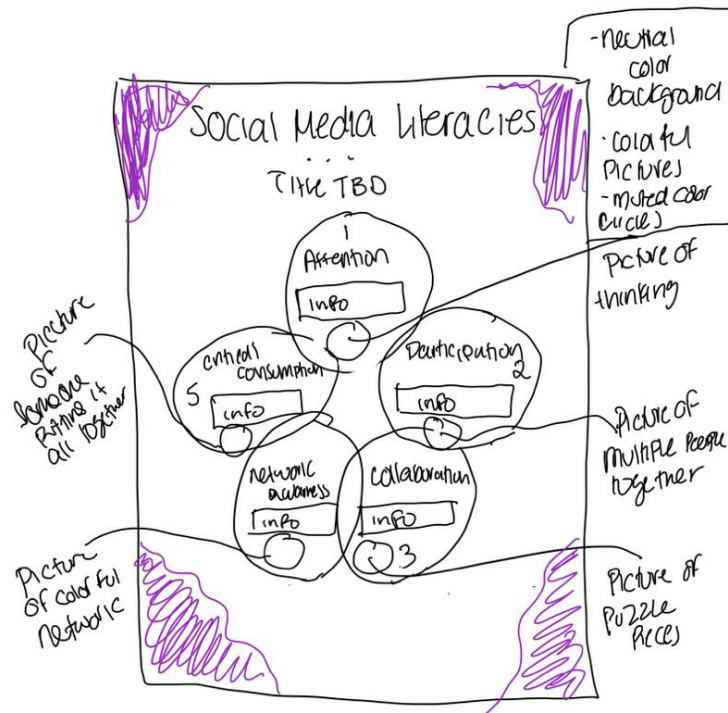


3

Throughout this class we have learned many different ways to convey material through a digital medium. One of the ways that we have practiced doing this is by making a digital poster conveying the course material that we have learned. For this project I decided to convey Rheingold's Social Media Literacies (Rheingold 2012). I chose this topic because I felt like it was broad enough to have enough to convey on a poster, but the sub sections made for good visuals. When I was first brainstorming what to create, I wanted to create something with different bubbles that could resemble thought bubbles, and I wanted them to interconnect to show the full picture. I thought that the social media literacies would fit this theme well. Each literacy can have its own thought bubble and then they can interconnect and tell a full story. This paper will go over the process that I went through to create my poster. I will cover the topics that we learned to effectively convey a topic through a digital medium, and I will go over my creative process, and how I designed my final product.

The first step that I took when writing my poster was figuring out my layout. I knew the topic that I wanted, and I knew that for the basic shape I wanted five circles that overlapped in some way. We learned in our readings that circles can suggest something well rounded and complete. They also provide emphasis and can attract attention (Tucker 2025). I felt like this was appropriate for my poster and would provide nice visual aids. I did not want to use boxes because I felt like that was too one dimensional. For the assignment we used Canva to create our posters. I searched through and picked out a template that had enough of the elements that I was looking for and was visually appealing. Once I had my template, I moved things around in order to fit the theme. I then sketched out a template of how I wanted my final product to look. In my sketch I did not include any of the information but just put place holders. The sketch was

just for me to have something to go off of when making my poster. I also did not follow it too closely. I have included my first draft below. I wanted the poster layout to be a harmony layout



that can take up a majority of the space. I wanted some sort of frame, but I wanted it to be more abstract. I liked the layout that Canva used with the colors on the edge. I felt like it provided a nice frame that draws people into the center but did not distract from any of the information.

Once I picked out my layout it was then time to pick out the colors. I wanted limited white, but I still wanted something neutral. I thought the cream color would be a nice contrast while still being easy on the eyes. I like more muted colors and purples, blues, and greys. I wanted the bubbles to be a solid color but still easy to read. Solid lighter and muted colors helped create this effect. Canva is a great tool to use to match colors, so that part was already taken care of for me. I felt like the slight pop of color behind the circles helped to draw attention

without overpowering. The dots cut down on some of the neutral space while still keeping some visible.

For font I wanted two different styles that would be eye catching and easy to read. For the title I went with Atkinson Hyperlegible, one of the Sans Serif fonts. I chose this style of font because according to Ramage, the Sans Serif fonts provide a good display for headings but are tiring to read for too long (Ramage 167). I did not want to use this for the body poster, so I chose a Serif style font, Inria Serif, for the subsection. According to Ramage, this style of font is much easier on the eyes and is good for the main body (Ramage 167). I decided to make the titles for the subsection bold to provide a good contrast to the written text, and to draw attention. The most important part of the graphic is each subheading. That is where I outline each social media literacy and is the purpose of the graphic. By bolding the words I can ensure that people will see them, and it sets it apart from the description text.

To make the title I wanted to make sure that it was informative, catchy, and concise. Titles should consider your audience and what you are trying to get across. According to the University of Manitoba, the title should immediately tell the reader what question will be answered (Umanitoba). In my case, that was what are social media literacies. I wanted the title to also relate back to the consumer by trying to include them in the exploration. By making the title in second person, I can peak the viewers' interest because they feel like they can have something to gain.

The last part of the poster was finding the images that I wanted to use. When I sketched out my layout, I knew that I wanted to use five small graphics inside each circle. I picked out one

main point from each subsection to show in an image. For attention I wanted the image to be of someone that was struggling to think and focus. I felt like the storm clouds and question marks conveyed that message across. For participation, I wanted an image with multiple people together. I liked the image of the silhouettes together in a circle because it felt like it symbolized the engagement of social media. The image for collaboration was puzzle pieces being put together. That to me represents coming together for a common goal which is what collaboration represents. For network awareness I went a little more straight forward with an image of silhouettes in a network. The last image, critical consumption, I wanted to tie back in the other images by using element of some of the other images. I used an image of someone studying the puzzle pieces to tie back in the attention and collaboration. In addition to making sure that all the images relayed my topic, I also needed to make sure they all matched and fit my theme. I felt like all the colors worked together and all featured predominantly yellow and red. I did have to change so of the pictures chosen to match this theme. The first picture chosen for network awareness was black and white, which did not go with the rest, and the first picture of critical consumption had a complete different set of colors as well. Having one theme cuts down on eye fatigue and keeps everything neat.

I think that by completing this assignment I was able to look at the topics that we were learning differently and apply them. Not only did I get firsthand experience of how to work with visual content, but I also looked at the concept of social media literacies more in depth. By breaking it down to be able to show it visually I was able to understand the concepts better. While building my poster I also saw the course material firsthand and was able to better understand the different visual aspects that we were learning.

References

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