

BIBLIOGRAPHY

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ABSTRACT

The study on the evaluation of CA students on the Vision, Mission and Goals poster of Benguet State University was conducted to evaluate the VMG poster of BSU based on the visual design elements by the students; determine the evaluation of the students on the VMG poster, identify the common problems encountered by the students in reading the VMG poster, and solicit the recommendations and suggestions of students for the improvement of the poster.

On the illustration used, most of the respondents agreed that the illustration was appropriate to the topic. Half of the respondents claimed that the illustration used is artistic enough to stimulate interest while majority of the respondents claimed that the illustration used in the poster is appealing. Based on the raw data, these respondents who claimed that the illustration used was artistic and appealing are the BSAB and BSA students. Almost all of the BSDC respondents claimed that it is not that appealing and artistic.

Majority claimed that the illustration used was not able to help them read the poster easily because it did not enhance the readability of the text rather it was perceived

as a display picture just to grab the attention of the reader. In terms of the appropriateness of the illustration, most of the respondents agreed that the illustration was appropriate.

On the typography and layout, majority claimed that the font style used was not easy to read and that the layout did not attract their attention.

On the color, most of the respondents claimed that the contrast of the font to the background is not good.

As to their problems, more than half claimed that there is problem in reading the material. These problems, as enumerated by those who claimed it, focus more on the font and color contrast of the text used in the poster.

Based on the results of the study, the way of evaluating the poster varies depending on the course of a certain respondent. The illustrations, graphics and layout contrast of the color of the background and font color affects the respondent's readability, appreciation, understanding and interest in reading the poster.

Generally, there is a need to change the layout, the color of the background and the color of the text of the VMG poster being posted in the university. As suggested by the respondents, the color of the font should contrast to the poster.

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INTRODUCTION

Rationale

Benguet State University is guided by its vision of becoming a premier university in highland agriculture and its allied fields throughout Southeast Asia. The University has broadened its programs yet focused on strategic strengths in each program particularly in response to the ten –point agenda of the national government. Priority attention was focused on strengthening the University’s function in instruction, research, extension, and resource generation (Anonymous, 2005).

The University mission is the development of people imbued with excellence and social conscience who actively generate promotes environment friendly technologies to improve quality of life.

BSU was founded in 1916 and has a focus in the fields of agriculture, education and medicine. The university's educational goals emphasize service to society and it has collaborated with environmental experts and researchers to boost farming in the local community. BSU has also been a forerunner in environmental protection and natural resource development.

The vision, mission and goal have a very important role in the University; it is the profile of the University therefore the students need to know them. This is to encourage them to do their best, to know their role in the University, and to realize their values. To inform BSU constituents and the public of the Vision, Mission and Goals, the university used different materials. One of these is the VMG poster. One of these posters was posted at the College of Agriculture at the 3rd floor beside the Department of Extension Education faculty room and also to other faculty rooms of Benguet State University. The



poster used has a green background and black font color. The poster's content is the Vision Mission and Goals of Benguet State University as a whole. It is measured 18 inches width and 24 inches in length. Since the posting of the said poster, no studies were done to evaluate it. Therefore there is a need to evaluate the IEC material used in Benguet State University.

Statement of the Problem

The study was conducted to know the Evaluation of CA students on the Vision, Mission and Goals poster of Benguet State University.

Specifically the study sought to answer the following questions.

1. What is the evaluation of the students in the VMG poster in Benguet State University?
 - a. Illustration used
 - b. Typography
 - c. Layout
 - d. Color
 - e. Content
2. What are the common problems encountered by the students in reading the VMG poster in Benguet State University?
3. What are the recommendations and suggestions of the students for the improvement of the poster?



Objectives of the Study

The study will be conducted to:

1. Determine the student's evaluation based on the following visual design elements:
 - a. illustration used
 - b. typography
 - c. layout
 - d. color
 - e. content
2. Identify the common problems encountered by the students in reading the VMG poster.
3. Solicit the recommendations and suggestion of students for the improvement of the poster.

Importance of the Study

The result of the study will be helpful for those who prepared the poster in improving the poster for newer editions. It will also be used as a guide for the improvement of the communication material to be more effective in delivering the information.

Scope and Limitation of the Study

The study focused on the evaluation and problems encountered by the students in reading the VMG poster, and the recommendations and suggestions of the students for the improvement of the poster. The material evaluated was the Vision, Mission and Goals poster in Benguet State University.

Data gathering were on January 2008.



REVIEW OF LITERATURE

History of Benguet State University

This 90-year old school is nestled in the heart of La Trinidad, Benguet the strawberry capital of the Philippines.

Its history dates back to the time when the Baguio-La Trinidad road was only a rough horse trail in 1916. That was the year when the La Trinidad Experiment Station of the Bureau of Agriculture was turned over to the Bureau of Education. By this turn of events, the La Trinidad Farm School was opened with 30 pupils in Grade V (Anonymous.n.d).

This development trail blazed the school's metamorphosis, as it expanded its services and heightened its prominence in the area. According to earlier reports, the Farm School was planned ultimately to develop into a large normal school, where the best Igorot pupils will be given special training for the service as teachers among their own people with emphasis on agricultural education (Anonymous.n.d).

In 1946, the school became the La Trinidad Agricultural High School. Four years later, a provincial normal curriculum was added to its agricultural education program. The said curriculum was abolished in 1953 and a two-year post high school certificate in agricultural education was offered (Anonymous.n.d).

The school was renamed La Trinidad National Agricultural School (LTNAS). Four months later, it was nationalized and named the Mountain National Agricultural School (MNAS). It was soon converted into the Mountain National College (MNAC); Mountain Agricultural College (MAC); and eventually, the Mountain State Agricultural College (MSAC) in 1969 through RA 5923 (Anonymous.n.d).



On January 12, 1986, the College was converted to a state university by virtue of Presidential Decree (PD) No. 2010 signed by President Ferdinand E. Marcos. Initiatives for this development started in the 70's when former Assemblyman Andres A. Cosalan filed a bill for the elevation of the Mountain State Agricultural College to a University. Later in 1984, the incumbent Congressman, Samuel M. Dangwa refiled the bill with some amendments until PD 2010 was signed. Another local leader responsible for the attainment of university status was former Benguet Governor Ben Palispis. From 1916 until the late forties, the school was headed by Donato Cariño, James A. Wright, J.R. Zollanger, Clayton Abbot, Glen Grisham, Russel Taylor, Clayton C. Douglas, and Luis J. Dangilan. Succeeding heads were Constancio T. Medrana, Julian Mamaril, Amado C. Tolentino, Bruno M. Santos, Pedro Ventura, Antonio G. Dumlao, Lawana T. Batcagan, Fortunato A. Battad, Lucio B. Victor, Cipriano C. Consolacion and the incumbent President Rogelio D. Colting (Anonymous, n.d.).

Vision, Mission and Goals of Benguet State University

Vision. A premier state university in Southeast Asia.

Mission. Develop people with a culture of excellence and social conscience who actively promote environment-friendly technologies for improving quality life.

Goals. To provide quality and relevant education that will produce globally competitive graduates. To generate and disseminate appropriate knowledge and technologies that will promote sustainable resource development. To strengthen and enhance institutional capability in generating revenue towards self-reliance. To establish competent and effective services geared towards efficiency and economy. To develop harmonious and co-operative University-community relationships (Anonymous, n.d.).



What is a Poster?

Poster. Popularly used in advertising and campaigns, posters and billboards tend well to making announcements or creating awareness about innovations for varied audiences. Posters must elicit some action to be effective, often though prescriptive or thought –provoking messages. Presenting messages must arrest and hold enough attention and interest (Cadiz, 1991).

Poster is a printed sheet of paper or cardboard displayed in public. Most posters convey a simple message using words and illustrations. A typical poster emphasizes simple shapes, bright colors, and large letters to attract attention. Most posters are large enough to be seen from a distance .They are posted on walls and places along places where the public can easily see them (World Book Encyclopedia, 2004).

A form of announcement usually printed on paper or cardboard, for public display. A picture is generally combined design that makes a unified impact concisely and powerfully. Thus the poster is easily seen, understood and recalled (Encyclopedia Americana, 2002).

The term poster was originally used (c.1838) in England refer to a printed sheet of paper that combined text and illustration. Posters were displayed in public places as an announcement and advertisement (Lexicon Universal Encyclopedia, 1994).

Characteristic of a Good Poster

According to Michaels (2007) a good poster has the following characteristics:

It does the job quickly. A posters' job is to communicate your information quickly and efficiently. Many beginning business people think that they need to pack as much as they can onto their posters. However, trying to put too much information, or too many



images, into your poster will make it look complicated and cluttered. A cluttered poster cannot "talk" to its viewers quickly, which prevents it from doing its designated job. A good poster is simple yet effective. It tells everyone who looks at it what they are supposed to know right away.

It gets attention. Obviously a good poster is attractive enough to bring in your target customers. You have to incorporate elements into your poster that will entice your target customers to look at the poster and get the information you want them to have. It is usually a good idea to include offers on your posters to gain attention. Or, you can throw in some interesting information that pertains to your subject. You can also include a picture or image that is attention grabbing.

It is convincing. As we already said, you do not want to include too much information in your poster. However, you have to give your readers enough to convince them that what you are saying is accurate. Use short but strong statements to back up your claims. Be careful not to over extend yourself. Do not make claims or exaggerations that you cannot defend. In fact, not making any claims at all is usually a good idea. Just use what you need to get your message across.



METHODOLOGY

Locale and Time of the Study

The study was conducted at Benguet State University (Figure 1). BSU is located at Benguet Province specifically at the La Trinidad Valley, the Strawberry Capital of the Philippines. It is about 1300 meters above sea level. It is five kilometers away from Baguio City, the summer Capital of the Philippines and is 256 kilometers north of Manila. It is bounded on the north by the municipality of Tublay, on the south by Baguio, and on the west by Sablan and Tuba.

The study was conducted from December 2009 to January 2009.

Respondents of the Study

The respondents of the study were 60 College of Agriculture students of Benguet State University, enrolled in the second semester of school year 2008-2009. The respondents are having a class at third floor level at the college of Agriculture building where the poster is posted. Specifically, the respondents were 20 BSAB students, 20 BSA students, and 20 BS Development Communication Students.

The respondents were chosen through purposive sampling.

Data collection

A survey questionnaire was used for obtaining data from the students. The survey questionnaire was based from the study of Manzano (2008) and from the following site:

<http://ezinearticles.com/?The-Five-Characteristics-of-a-Good-Poster&id=1312836> and

<http://www.poultryscience.org/psa02/poster.htm>.





Figure 1. Map of La Trinidad showing the location of the study



Data Gathered

The data gathered were: the evaluation of the College of Agriculture students on the vision, mission and goals poster in BSU; their common problems encountered in reading the VMG poster; and their recommendations and suggestion for the improvement of the poster.

Data Analysis

The data and information gathered were tabulated and analyzed using descriptive tools such as frequency counts and percentages.



RESULTS AND DISCUSSION

Socio-demographic Profile of the Respondents

Table 1 shows the socio-demographic profile of the respondents. The data for this category include the respondent's sex and age. Data like their course, year and major were included as a basis for the researcher when tallying the results.

The data show that 75% of the respondents were female and 25% were male. As to their age, majority (68.33%) was under the age bracket of 17 to 19 years old; 30% belonged under the age bracket of 20 to 22; and 1.67% was under the age bracket of 23 to 25.

Table 1. Socio-demographic profile of the respondents

CHARACTERISTICS	FREQUENCY (n=60)	PERCENTAGE
Sex		
Female	45	75
Male	15	25
TOTAL	60	100
Age		
17-19	41	68.33
20-22	18	30
23-25	1	1.67
TOTAL	60	100



Description of the Poster

The poster was 18 inches width by 24 inches length. The poster used the color green as a background and the color of the fonts was black. Background picture of the poster was the BSU logo. There were no other graphics or pictures used to further enhance the appearance of the poster. In short, the poster is simple. Figure 2 shows the image of the poster.

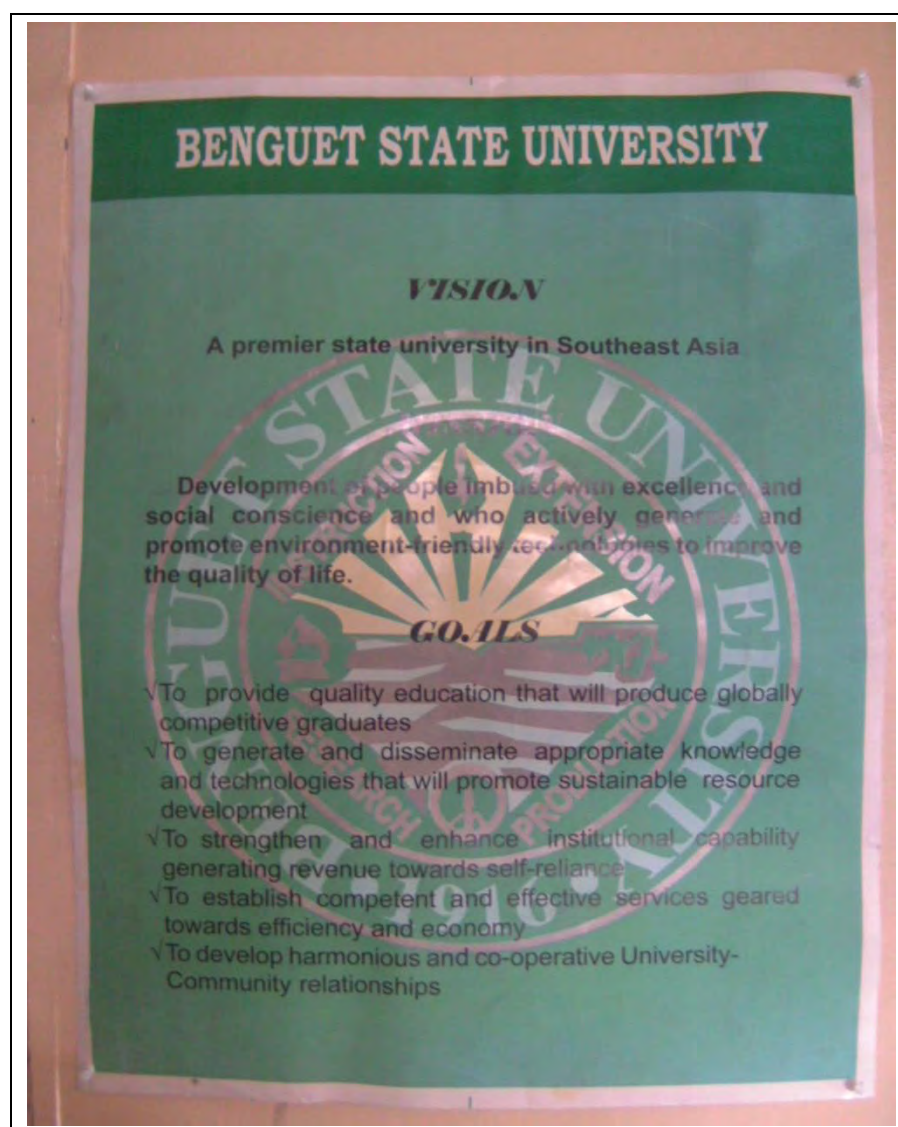


Fig.2 Image of the poster



Evaluation of the Respondents on the Poster

Illustration. Table 2 shows the evaluation of the respondents on the VMG poster with regards to the illustration used. The data included in the category are the evaluation of the respondents on the illustration, typography, layout, color and content of the poster.

Based on the table, majority (78.33%) agreed that the illustration used (BSU logo) was appropriate to the topic, because as they claimed, the BSU logo usually represents the whole Benguet State University as an institution and it was just right for the content of the poster which is the VMG of the school. However, majority (65%) claimed that the illustration used was not able to help them read the poster easily because it did not enhance the readability of the text rather it was perceived as a display picture just to grab the attention of the reader.

The result supports the statement of Michaels (2007) that the inclusion of picture or image in a poster could grab attention of the viewers.

Moreover, more than half (52.67%) of the respondents claimed that the illustration used was artistic enough to stimulate interest while majority (60%) of the respondents claimed that the illustration used in the poster is appealing. Based on the raw data, these respondents who claimed that the illustration used was artistic and appealing are the BSAB and BSA students. Almost all of the BSDC respondents claimed that it is not that appealing and artistic.

The negative response of the BSDC students could be attributed to their knowledge and awareness in considering different visual elements in preparing IEC materials which is part of their course. In terms of the appropriateness of the illustration, most (63.33%) of the respondents agreed that the illustration was appropriate. On the



contrary, most (65%) claimed that the illustration in the poster did not stimulate their interest.

This could be attributed to the poor mixture or inclusion of other elements in the poster as explained by Michaels (2007). According to him, a good poster should be attractive enough to bring in target customers. It has to incorporate elements that will entice the target customers to look at the poster and get the information you wanted them to have like background images, borders, appropriate placing of text among other elements.

Typography. Table 3 shows evaluation of the respondent on the typography aspect of the poster. Majority (61.67%) disagreed that the size of the font was large enough to be read because they had a difficulty in reading the text when they are about a distance from the poster. Font sizes need to be big to be effective.

Font sizes need to be big to be effective. A good poster is readable enough six feet away from the poster (Mandoli, 2007).

Furthermore, most (53.33%) claimed that the color of the font was appropriate to the background because the font's color helps the text to be even more hardly to be read. This result could be attributed to the poorness utilization of the word or text in the poster as explained by Cadiz (2003).

Cadiz (2003) further explained that words also utilize a non pictorial element. However, the word may be utilized as pictorial element, portraying the written idea through its height, thickness, shape color, and even texture. But if words are not used appropriately, the material could be less functional. Cadiz further emphasized that words in visual media should be legible and or readable enough. Furthermore, majority (55%) claimed that the font style used was not easy to be read and furthermore, majority



(61.67%) of the respondents disagreed about the poster having a size that was big enough.

As cited by Cree (2003), font sizes should be clearly expressed in the title which should be the largest piece of text on the poster, readable from at least 5 feet away, and should be supported in every element that you decide to include in the poster design.

Table 2. Evaluation of students on the illustration

CHARACTERISTICS	YES		NO	
	n= 60	%	n= 60	%
Appropriate to the topic	47	78.33	13	21.67
Aids in understanding the VMG of the University	21	35.00	39	65.00
Artistic enough to stimulate interest	31	51.67	29	48.33
Appealing	24	40.00	36	60.00
Uses appropriate illustration	38	63.33	22	37.67
Helps stimulate interest	21	35.00	39	65.00

Table 3. Evaluation of students on the typography used in the poster

CHARACTERISTICS	YES		NO	
	n= 60	%	n= 60	%
Large enough	23	38.33	37	61.67
Font color appropriate to the background	28	46.67	32	53.33
Font style used easily read	27	45.00	33	55
Font's title big enough	23	38.33	37	61.67



Layout. Table 4 shows the evaluation of the respondents on the layout of the poster. As explained by Cadiz (2003), lay-out is the arrangement of pictorial elements and words in given space. This is of two general types: symmetrical and asymmetrical layout. The basic function of layout in visual design is to control eye movement.

Majority (70%) of the respondents noted that the layout did not attract their attention.

As explained by the respondents, the poster is simple they have to add some design and the combination of the graphics is not appropriate, they should change the colors and better not to place the BSU logo at the center.

Cadiz (2003) noted that posters must elicit some action to be effective, often though prescriptive or thought –provoking messages. She added that presenting messages must arrest and hold enough attention and interest.

Aside from that, 71.67% claimed that it is very simple and did not portray anything special on the poster. Furthermore; majority 71.67% claimed that the lay-out used is not pleasing to the eye.

Meanwhile, 51.67% of the respondents claimed that there is unity and harmony in the layout used. Also, 58.33% claimed that the poster has open spaces for pauses. More than half (55%) of the respondents disagreed that the poster is appropriate in size.

As to the arrangement of text and logo, most of the respondents (71.67%) noted that the elements (logo and text) are neatly arranged.

The World Book Encyclopedia (2004) explained that a typical poster should emphasize simple shapes, bright colors, and large letters to attract attention.

Color. Table 5 shows that most (60%) of the respondents claimed that the contrast of the font to the background is not good. The poster used the color green as a



background and the color of the fonts was black. Background picture of the poster was the BSU logo which is combined with color gray and yellow. As explained by the respondents, green and gray is not a good background, the background is not coinciding with the color of the letterings because the color of the font and background is both dark therefore it does not contrast with the background.

Furthermore, the respondents claimed that the color of the background is not good because it is not appropriate to the color of the font used. Most (60%) of the respondents claimed that the content of the poster is appropriate to the background. Majority (61.67%) of them also claimed that the content of the poster is not that easy to read. This could be attributed to the contrast of color used in the poster that could have affected their comprehension of the poster's content. As the respondents explained, the poster's background color is more visible to the eye than the text used. For this reason, they have to go nearer to be able to read the content.



Table 4. Evaluation of students on the layout in the poster

CHARACTERISTICS	YES		NO	
	n =60	%	n =60	%
The layout attracts attention	18	30.00	42	70.00
The layout is pleasing to the eye	16	26.67	43	71.67
The poster was well organized, neat and attractive	32	53.33	28	46.67
There is unity and harmony on the layout used	31	51.67	29	48.33
The poster has open spaces for pauses	35	58.33	25	41.67
The poster is appropriate in size	27	45.00	33	55.00
The elements (logo or text) are neatly arranged	43	71.67	17	28.33

Table 5. Evaluation of the students on the color used in the poster

CHARACTERISTICS	YES		NO	
	n =60	%	n =60	%
The color contrast of the font is good	21	35.00	39	65.00
The color of the background nice	23	38.33	37	61.67
Appropriate to the background.	36	60.00	24	40.00
Easy to read.	23	38.33	37	61.67



Content. Table 6 shows the evaluation of the respondents on the content of the poster.

Majority (75%) of the respondents agreed that the information in the poster was concise and complete because according to them the VMG is completely presented in the poster. Furthermore, most (80%) of the respondents claimed that the information in the poster was presented in a professional manner (correct grammar, spelling and syntax) and that most of the respondents (71.67%) said that the words used in the VMG was simple enough to understand. Also, 51.67% of the respondents claimed that they understood the content of the poster. Some of the respondents listed the words that are difficult to be understand in the poster. Out of 60, nine of them claimed that the word ‘imbued’ is the most difficult word that is used in the VMG.

Table 6. Evaluation of students on the content of the poster

CHARACTERISTICS	YES		NO		NO RESPONSE	
	F	%	F	%	F	%
Concise and complete.	45	75.00	15	25.00	–	–
Presented in a professional manner (correct grammar, spelling and syntax).	48	80.00	12	20.00	–	–
Used simple words.	43	71.61	17	28.33	–	–
Understand the content of the poster.	31	51.67	5	8.33	24	40.00
Difficult to understand.	13	21.67	12	20.00	35	58.33



Problems Encountered in Reading the Poster

Table 8 and 9 show the problems encountered in reading the poster. In Table 9, majority of the respondents said that they have a problem in reading the VMG poster as proven by 31 of the respondents. Only 18 of the respondents said that there is no problem in reading the said poster. These 31 respondents were asked to enumerate their problems on the said material.

Based on the consolidated answers, 25% of the respondents who claimed that there is a problem in the poster said that the poster uses small fonts making the content hard to read in a distance. Also, the poster is also small and is inappropriate for a big university with a big population. Another respondent said that the color of the poster is too dark, which could be related to the contrast as emphasized by some of these respondents.

Suggestions of the Respondents on the Improvement of the Poster

Most of the respondents suggested that the poster should be changed and improve the layout. Majority of the DevCom students further noted that the different visual design elements should be considered in preparing any IEC material. This, according to some of them, would enhance the readability and understanding of the respondents on the poster. Specifically, the respondents suggested that the color of the font should contrast to the poster; add some design to make it more interesting; and arrange the logo and text properly, not making the logo as the background of the text.



Table 8. Problems in reading the VMG poster

CHARACTERISTICS	FREQUENCY (n= 60)	PERCENTAGES (%)
There is no problem	18	30.00
There is problem	31	51.66
No Response	11	18.33

Table 9. Enumerated problems in reading the poster

CHARACTERISTICS	FREQUENCY	PERCENTAGE
The poster uses too small fonts that cannot easily be read and that the text and the content is hard to be read in a distance;	15	25.00
The color of the font did not contrast to the color of the background;	10	16.67
Some text are blurred because of the background and that the background is not coinciding with the color of the letterings;	3	5.00
The logo blocks the words (the background is not appropriate for the fonts);	2	3.33
The words are not readable enough for the audience to notice;	2	3.33
The logo is more attractive than the main content	2	3.33
The poster's background is more visible to the eye than the message of the text used	2	3.33
The poster is too small.	2	3.33

*Multiple choices



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study on the evaluation of students on the Vision, Mission and Goals of Benguet State University was conducted on January 2008 to evaluate the VMG poster of BSU based on visual design elements by the students; determine the evaluation of the students on the VMG poster, identify the common problems encountered by the students in reading the VMG poster, and solicit the recommendations and suggestion of students for the improvement of the poster.

A survey questionnaire was used in obtaining data from the students of College of Agriculture in Benguet State University.

The respondents of the study were 60 College of Agriculture students of Benguet State University, enrolled in the second semester of school year 2008-2009. Specifically, the respondents were 20 BSAB students, 20 BSA students, and 20 BS Development Communication Students.

Majority (75%) of the respondents was female and (25%) was male. Majority (78.33%) agreed that the illustration used (BSU logo) was appropriate to the topic, because as they claimed, the BSU logo usually represents the whole Benguet State University as an institution and it was just right for the content of the poster which is the VMG of the school. Half (52.67%) of the respondents claimed that the illustration used is artistic enough to stimulate interest while majority (60%) of the respondents claimed that the illustration used in the poster is appealing. Based on the raw data, these respondents who claimed that the illustration used was artistic and appealing are the BSAB and BSA



students. Almost all of the BSDC respondents claimed that it is not that appealing and artistic.

On the typography and layout, majority claimed that the font style used was not easy to read and that the layout did not attract their attention.

On the color, most of the respondents claimed that the contrast of the font to the background is not good.

As to their problems, more than half claimed that there is problem in reading the material. These problems, as enumerated by those who claimed it, focus more on the font and color contrast of the text used in the poster.

Based on the results of the study, the way of evaluating the poster varies depending on the course of a certain respondent. The illustrations, graphics, and layout contrast of the color of the background and font color affects the respondent's readability, appreciation, understanding and interest in reading the poster.

Generally, there is a need to change the layout, the color of the background and the color of the text of the VMG poster being posted in the university. As suggested by the respondents, the color of the font should contrast to the poster.

Conclusions

Based on the results of the study, the following conclusions were derived:

1. The way of evaluating the poster varies depending on the course of a certain respondent.
2. The contrast of the color of the background and font color affects the readability of the content of the poster.



3. The illustrations and graphics have a great effect on the respondent's appreciation and understanding on the content of the poster.

4. The layout affects the audience's interest in reading the poster.

Recommendations

Based on the conclusions, the following recommendations were derived:

1. Generally, there is a need to change the layout of the VMG poster being posted in the university based on the result of the study.

2. Different elements that would be used in the poster should be properly considered to enhance the readability and understanding of the respondents on the poster.

As suggested by the respondents, the color of the font should contrast to the poster. Add some design and arrange the logo and text.



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APPENDIX A

PERCEPTIONS OF STUDENTS ON THE MISSION, VISION AND GOALS POSTER OF BENGUET STATE UNIVERSITY

I. SOCIO-DEMOGRAPHIC PROFILE

Name: _____

Age: ____

Sex: ____ Male ____ Female

Course: _____ Year: _____

Major: _____

II. PERCEPTIONS ON THE POSTER

<u>A. Illustration/ Graphics</u>	Yes	No
1) Are the illustration / graphics used appropriate to the topic?		
2) Did the illustration / graphics used help you to easily read the VMG of the University?		
3) Is the message of the graphics used artistic enough to stimulate interest?		
4) Is the illustration used in the poster appealing?		
5) The poster uses appropriate illustration?		
6) The illustration in the poster helps stimulate interest?		
<u>B. Typography</u>		
1) Is the size of the font large enough to read?		
2) Is the color of the font appropriate to the background?		
3) Is the font style used easy to read?		
4) Is the posters title is big enough?		
<u>C. Lay-out</u>		
1) Did the lay-out attract your attention?		
2) Do you find the lay-out pleasing to the eye?		
3) Is the poster was well organized, neat and attractive?		



4) Is there unity and harmony on the lay out used?		
5) Is the poster has open spaces for pauses?		
6) Is the poster is appropriate in size?		
7) Is elements (logo and text are neatly) arranged?		
<u>D. Color</u>		
1) Is the contrast of the font to the background good?		
2) Is the color of the background nice?		
3) Is the content of the poster appropriate to the background?		
<u>E. Content</u>		
1) Is the content of the poster easy to read?		
2) Is the information in the poster was concise and complete?		
3) Is the information in the poster was presented in a professional manner (correct grammar, spelling and syntax)?		
4) Does the poster use simple words?		

5) Did you understand the content of the poster?

_____ Yes _____ No

If no, why not

6) Did you encounter words that are difficult to understand in the poster?

_____ Yes _____ No

If yes, please list them _____

III. Did you have problems in reading the VMG poster?

_____ Yes _____ No

If yes, what are the problems?

Please

specify _____



IV. What are your recommendations for the improvement of the poster?

