

Pre session polls

What level of study are you?

- Access
- Level 1
- Level 2
- Level 3
- Postgraduate

What would you consider is your main area of study?

- Arts
- Languages (English & other)
- Social sciences
- Business and law
- Science
- Engineering or technology
- Maths
- Health sciences
- Education
- Sports
- OTHER

Have you been to any student hub live online events before?

- Yes previous writing retreat session(s)
- Yes exam / EMA workshops
- Yes Essay writing workshops
- Yes other
- No (but have listened to one or more recording)
- No (didn't have time)
- No (wasn't aware of before now)

Initial polls

What is your main reason for coming along this evening?

What does writing for visual purposes mean to you?

Writing for visual purposes

Posters, powerpoint, results, graphs etc

Introductory video

- Here's one we prepared earlier.

Breakout practice

- To get used to the breakout room format have a brief (2 minute) discussion on the video that you have just watched and make a couple of notes that you can then bring back to the main plenary.
- To speak remember the microphone activation (which will be shown in the room too)
- You can copy any of the notes you make in the chat there into a document or your clipboard so you can share them in the main room
- **Remember to check the number of the room you are in (shows at top of chat pod as “chat x breakout y”) in case of connection issues and for bringing back information.**



Plenary

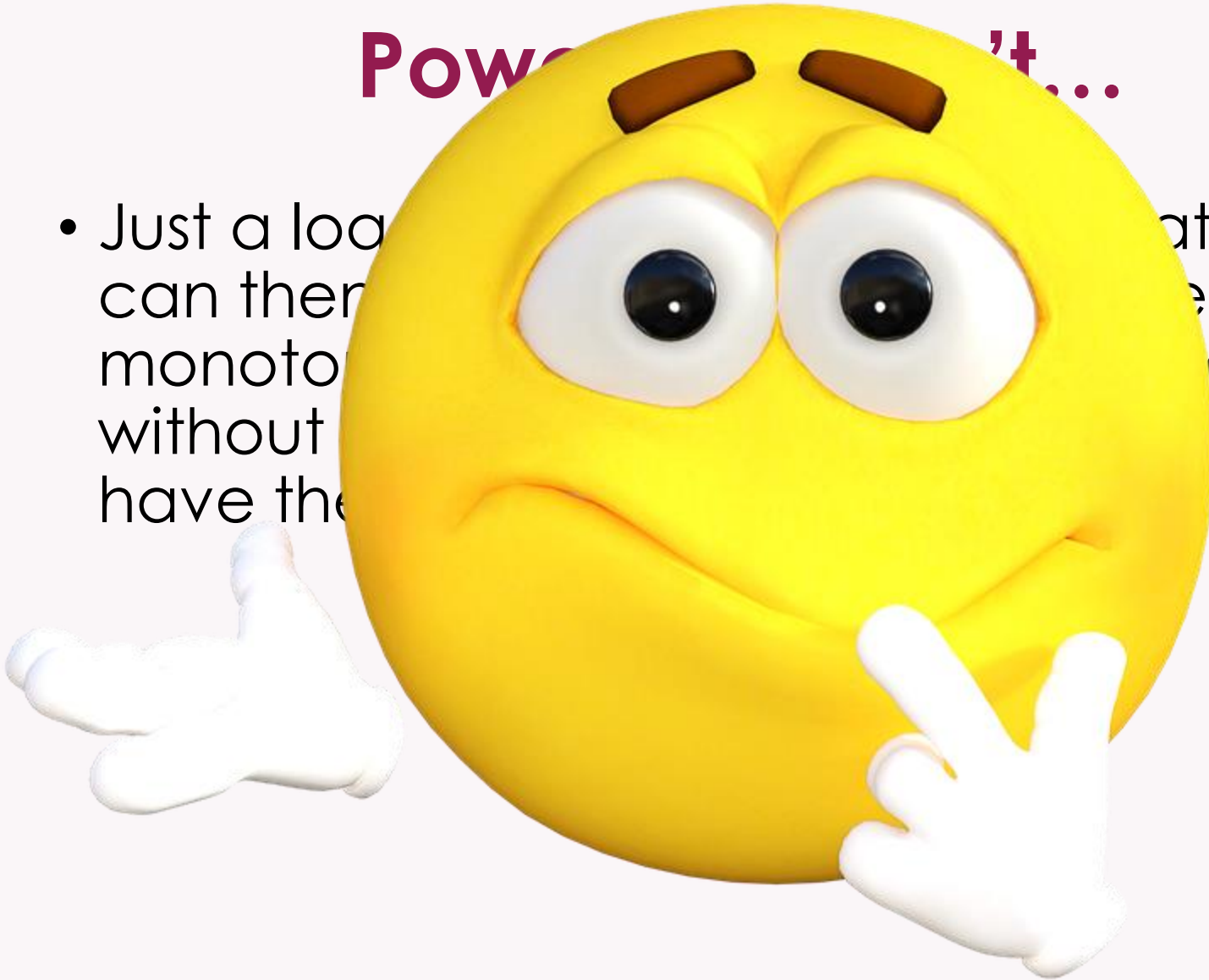
Sharing from breakout practice

PowerPoint

Or any presentation software

Power 't...

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What is it then?

- Software
- Possibility
- A prompt
- A showcase
- Multimedia

Chocolate bars are better than boxes



A presentation

Example 1

- Bars are more easily transportable
- Bars are what you want and don't include random coffee creams or Turkish delight
- Bars stay in the format you want them (unless you drop them)
- Bars can easily be used to make other things
- If a bar melts it tastes similar, if a box melts you have a mess of tastes.
 - Boxes make for nicer gifts
 - Boxes have more variety.

Example 2



Example 3

- “Mr Norris received a bar of dark chocolate for his birthday and was happy as it was one he liked and he didn’t have to pick through ones he didn’t”
- Mrs Jones received a bar of white chocolate for her birthday and was not happy as she loves the fun of selection in a box”



Posters

Academic and advert

Poll

- Please name a bill board / poster advertising campaign that you remember as really sticking in your mind and explain why it stuck in your mind
- Did you like the brand / product being advertised?
 - Yes
 - No

Why?

- Advertising / information posters are about conveying information and being clear.
- They aren't about the art, they are about the message

Key features

- Advert shows a benefit
- Makes you identify
- Makes you want something
- Is arresting or catchy

OU TV posters



OU TV posters



Academic posters

- Web tour

Breakout room activity

- You will have 10 minutes to discuss what you have learnt about academic and visual posters and how you could see yourself working with this information
- There will be some prompt questions for you to think about to help you formulate your discussions.
- You can use the chat pod available to write answers or discuss on microphone
- **Remember to check the number of the room you are in (shows at top of chat pod as “chat x breakout y”) in case of connection issues and for bringing back information.**



Breakout activity 1

What makes a good visual poster

Breakout Plenary

What do you want to share from your discussions?

Graphs

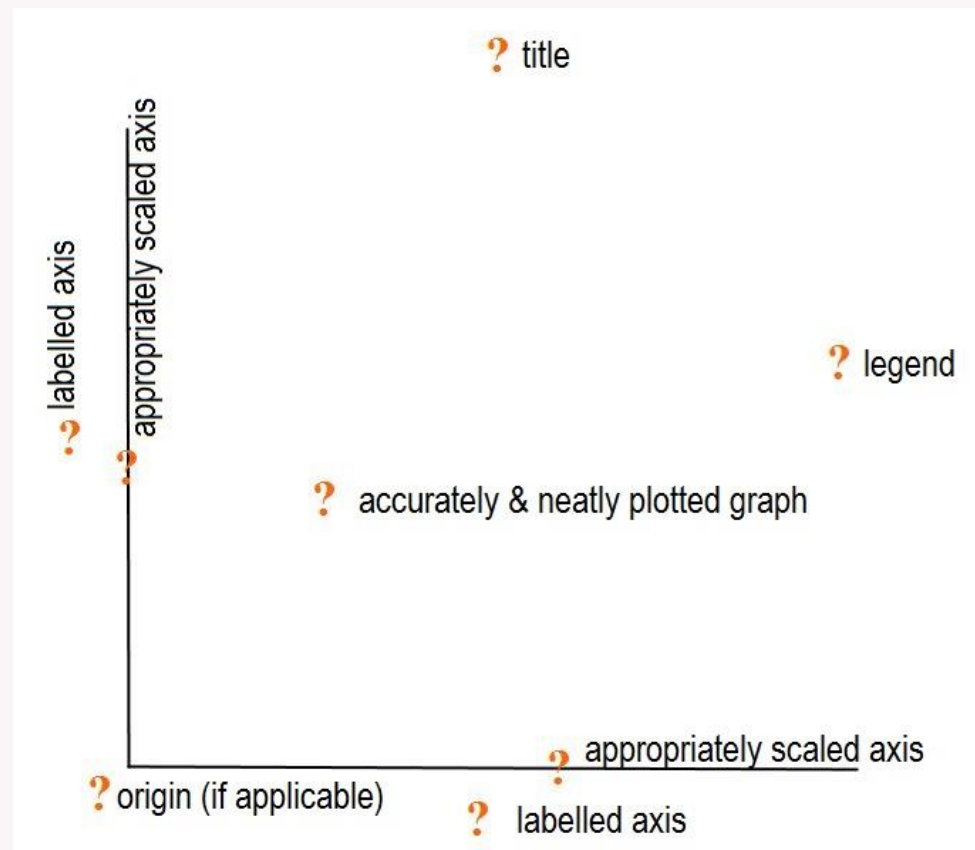
Using them to good effect

Polls

- Do you have to create graphs as part of your module?
 - Yes
 - No
 - Unsure
- Do you have to create graphs as part of your work / elsewhere non study?
 - Yes
 - No

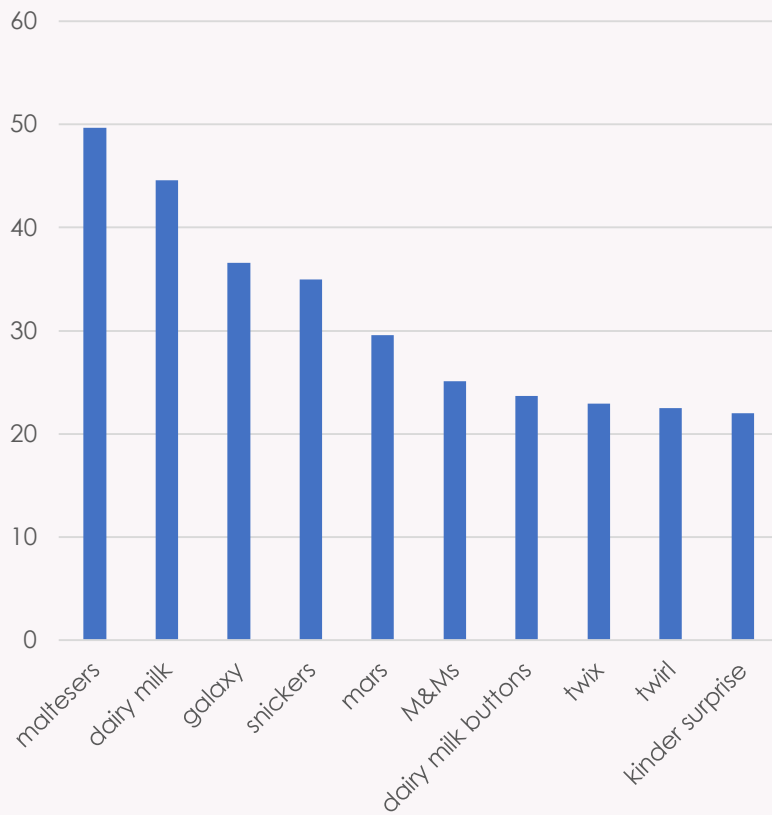
Good graphs

- Follow convention
- Show changes / differences in data
- Don't just repeat text information

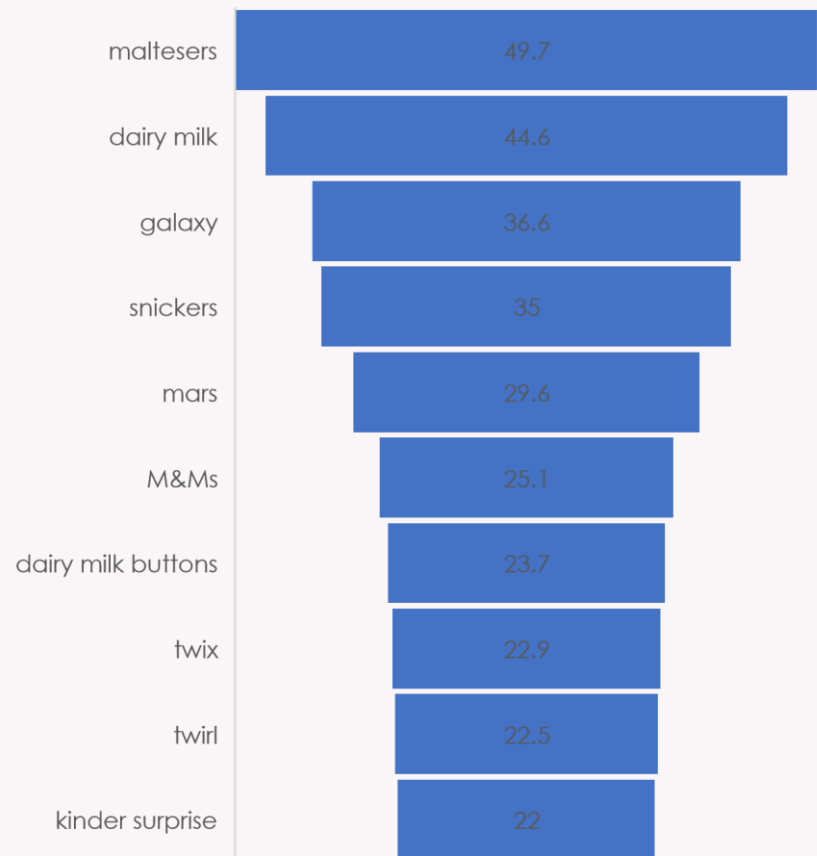


Comparisons

sales to 13/9/15 £M

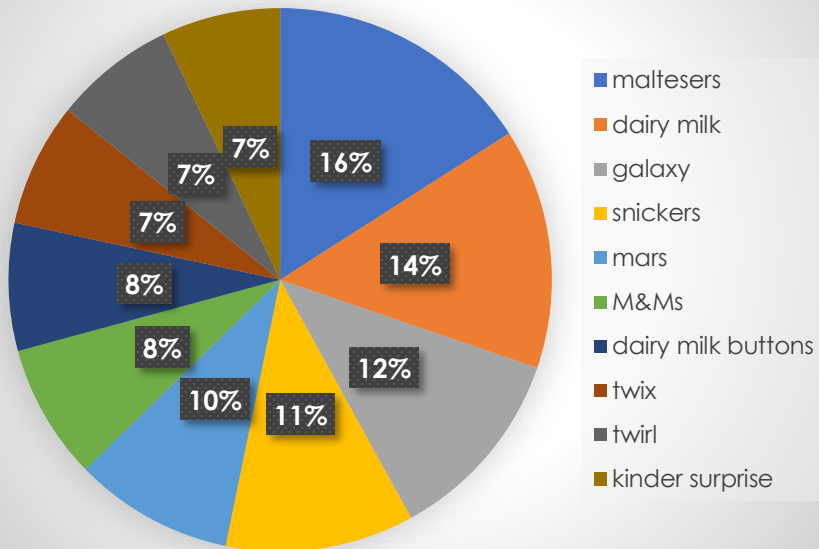


Chocolate sales to 13/9/15 in £M

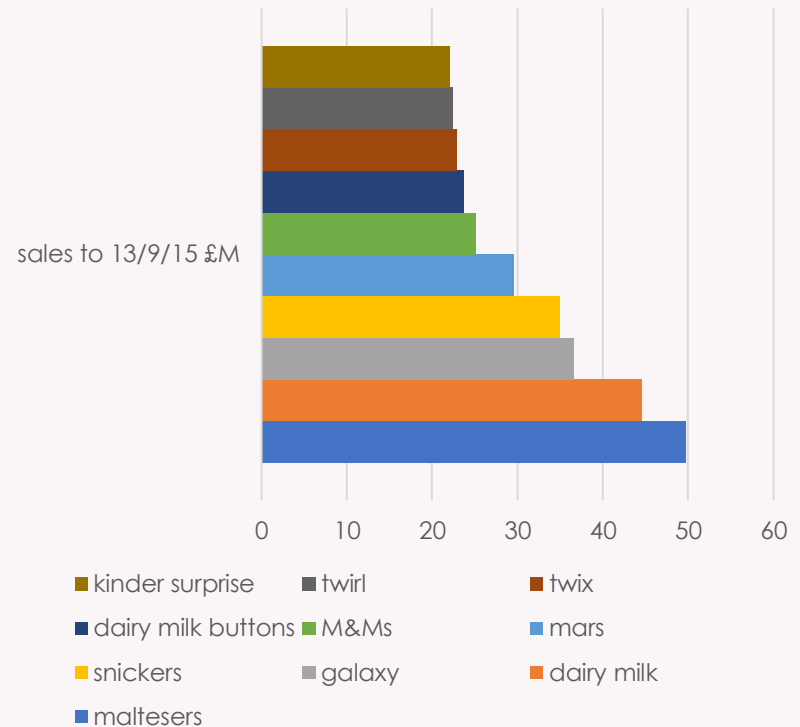


Comparisons

sales to 13/9/15 £M



Chocolate sales to 13/9/15
in £M



Final Plenary

What have you learnt?

Final polls

What do you feel is the main thing you will take away from this evening?

What are you going to do as a result of this evening's session?

Are there any other topics that you would like us to cover in future?

Thank you for coming!

Do please join us for the other sessions within our online writing retreat:

Report writing – 18th July

Editing part 1 – 25th July

Editing part 2 – 1st August

Past student hub live online sessions [here](#)

Visit us at <http://studenthublive.open.ac.uk/>

Send us feedback at studenthub@open.ac.uk

View past (live) recordings on www.youtube.com/thestudenthublive