Educational Level:
Higher Educational
Undergraduate Year 3

Subject Area (s)
Psychology

Time required
15 hours

Communicating psychological theory with creative cloud express

Overview

In this project, students produce a theory-informed psychoeducational poster that aims to motivate behavioural change in others. Working in small groups, students will apply theories of individual differences in motivational dispositions to promote behaviour change in a target audience. Through this activity, students learn to apply their knowledge of psychological theory to a real-world context in a way that lay audiences can understand and use to their own benefit.

The assignment is designed for small groups to work together on a common goal – the poster and explanatory statement. The assignment can also be run as an individual project if group work is not possible.

Students use Adobe Creative Cloud Express to develop their poster. This project empowers students to develop their digital literacy by using a digital design tool to visually communicate complex psychological theory to effect real behavioural change for a specific target audience. Students are then required to write an explanatory statement to provide rationale of how the poster meets the needs of the target audience in relation to the chosen motive deposition.

Students should be advised that posters completed in Adobe Creative Cloud Express will be accessible and potentially shared by anyone with the link, including group members and anyone you share the link with (e.g., via discussion boards).

Supporting tools and resources

- Student sample (link TBC)
- Assessment Criteria Undergraduate
- Adobe CC Express
- [Adobe Creative Cloud Express tutorials](#)

Outline

	Step	Time	Description
1	Learn	180 min	Students are introduced to the psychological theory - McClelland's three motive dispositions: (1) Need for Achievement (2) Need for Power (3) Need for Affiliation Direct students to an appropriate resource to learn about McClelland's motive dispositions. **Note**: A definition and detailed description of these motive dispositions should be available in most undergraduate psychology texts that have a 'personality' and/or 'motivation' focus.
2	Identify	180 min	• Students decide who the target audience is for their poster based on the following criteria: The target audience must be characterised by only ONE of the motive dispositions: (1) Need for Achievement, (2) Need for Power, or (3) Need for Affiliation • The target audience should also be a group in a defined setting (e.g., workplace, school, university) • It may be useful to specify some characteristics common to the target audience (e.g., age group, health issue, employment duties – so that students can appropriately focus their explanatory statement on this group) **Note**: Alternatively, the target audience could also be determined by the teacher.
3	Create	3000 min	Students collaborate to design their group poster using Adobe Creative Express, adhering to the following guidelines: • The poster should make creative use of graphics and colour to draw attention • The poster should clearly communicate a simple message to the intended audience and effectively encourage an action step towards changing behaviour • The poster must not explicitly name the motive disposition; rather, the message should be implicit based on the visuals,

			graphics and text included in the poster (See the '*Assessment Criteria Undergraduate*' for assessment criteria for this part of the assignment).
4	Analysis	240 min	Each group writes an explanatory statement (250 – 300 words) to describe how their poster targets the intended audience and how it achieves the goal of encouraging behaviour change with reference to McClelland's theory. **Note**: The explanatory statement is necessary to appropriately assess students' understanding of the theory and also, the strategy used in the design of their poster (See the '*Assessment Criteria Undergraduate*' for assessment criteria for this part of the assignment).
5	Share		Students share their group's poster and explanatory statement as directed by the instructor.