

Communicating psychological theory with creative cloud express



Overview

As a student of psychological science, your future career is likely to involve the design and implementation of strategies to change people's behaviour. Your ability to use evidence-based psychological theory for the promotion of behaviour change in others is a highly desirable skill that is relevant to many graduate careers.

Working within a group, you will develop a poster that promotes a behaviour change in a specific target audience by applying one of McClelland's three motive dispositions. Adobe Creative Cloud Express will be used to create your poster. Your group will also be required to write an explanatory statement that outlines how the poster meets the needs of the target audience in relation to the chosen motive disposition.

Please note 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](#)
- [Marking Criteria](#)
- [Adobe Creative Cloud Express](#)
- [Adobe Creative Cloud Express tutorials](#)

Student steps

- 1 (360 min) Decide who your target audience is for your poster. The target audience you choose must be characterised by ONE of McClelland's three motive dispositions:
 - (1) Need for Achievement
 - (2) Need for Power
 - (3) Need for Affiliation

When determining your target audience, you need to identify any relevant or defining characteristics, including age group, employment duties, and setting, in preparation for designing your poster.

Note: The teacher will direct you to appropriate resources to learn about the three motive dispositions.

- 2 (300 min) Design your group's poster using Adobe Creative Cloud Express, making sure to adhere to the following guidelines:
 - The presentation should make creative use of graphics and colour to draw attention
 - The content should clearly communicate a simple message to your target audience with guidance around the action that should be taken towards positive behaviour change.
 - The poster must not explicitly name the motive disposition; rather, it must be clearly implied by the design and content included in your poster.

- 3 (240 min) As a group, write an explanatory statement (250 – 300 words) describing how the poster targets the intended audience and how it achieves the goal of encouraging behaviour change with reference to McClelland's theory.

- 4 Share your group's poster and explanatory statement as directed by your instructor.

Marking Criteria (see Marking Rubric for more detail)

Part A: Poster

Presentation 20%	<i>Demonstrates care and creativity in presentation; poster draws attention</i>
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Content 20%	<i>Demonstrates clear understanding of content and the needs of the target audience</i>
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Action Step 10%	<i>Demonstrates an identifiable and appropriate action to be taken by the target audience</i>
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Technical Literacy	<i>Demonstrates technical literacy (ability to use a digital tool to achieve a communication outcome)</i>
20%	

Part B: Explanatory Statement

Rationale	<i>Demonstrates thoughtful rationale of how the resource meets the needs of the target audience</i>
20%	

Content	<i>Demonstrates clear and concise written expression</i>
10%	

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