

Poster or infographic text

Communicate key information quickly through words and visuals

COMMON FORMS

Science poster, campaign, public information

TEXT SHAPE

Title and key message → grouped short sections → evidence or action → source note

FEATURES AND LANGUAGE

Headings; labels; concise noun groups; numbers; action verbs

PLAN AND TEACH IT

Draft the message before designing. Give each panel one job and check that visuals clarify rather than decorate.

tone and register

Plain, accurate and audience-aware; explain technical language in limited space.

LINKED CLASSROOM ACTIVITIES

Try: Evidence Caption · Write from a Table · Explain One Graph Point

A MODEL TO NOTICE

Bring a short example. Ask who it is for, what it is trying to do and which feature helps it work. Compare it with a less effective draft.

QUICK CHECKLIST

- ☐ The opening makes the purpose clear: Communicate key information quickly through words and visuals.
- ☐ Each part has a clear place and moves the reader towards the purpose.
- ☐ The language features, tone and level of formality fit the reader and situation.

A QUICK CLASSROOM ROUTINE

- 1 NOTICE** Read a model for purpose, shape and audience.
- 2 REHEARSE** Practise a useful sentence or language feature aloud.
- 3 WRITE** Plan, draft and use the guide as a checklist.
- 4 REVIEW** Ask a partner whether the text does its job; revise one feature.
Keep the subject thinking ambitious. Make the language visible, practise it, then fade the support.