

Summary of Teaching Context

Poster presentations have many advantages for novice presenters (as with this first-year cohort) who may find developing poster content less intimidating than writing a report (Berg and Hicks, 2017; 461). The poster presentation (See Appendix 1) was selected for the Travel Operations and Geography module (on the B.A. Hons. in Business Studies with Travel and Tourism Management programme) and it reflects a very appropriate assessment tool to meet the overall aim of this module which is to introduce an array of established and emerging destinations to the student through theoretical and practical applications. It will also provide students with an in-depth insight into contemporary transport management in the global travel industry. The reason for using the poster presentation is that the author is following the key procedures of assessment design namely trying to put her teaching and learning into a visual content and its proposed assessment strategy aligns with the best practice principles of assessment which are clear to what is being assessed, work is consistently marked to the same standard, the procedure are relatively easy to administer, it has positive effect on learning and teaching and it's something that students would use within the travel and tourism industry.

Implementing the strategy

As seen in Appendix 1, student received a copy of the Poster Presentation Marking Sheet along with the Assessment Guidelines (See Appendix 2) consequently this directed students to key areas of the assessment. After the poster presentation students were given individual feedback on their both their actual poster and presentation while considering the four principles of feedback; Accessible (directing students how to improve), Timely (allowing students time to reflect before their next assessment), dialogue (allows students to give each other feedback during the poster presentation and self-evaluation (trying to assist the student in improving their self-evaluation skills). In all of my years of lecturing, I have never really faced any issues or challenges when giving feedback as I always give it in an informative, supportive and constructive manner and I always allow the students a chance to ask me questions which I can assist them and hopefully improve their confidence.

Your observations/reflections

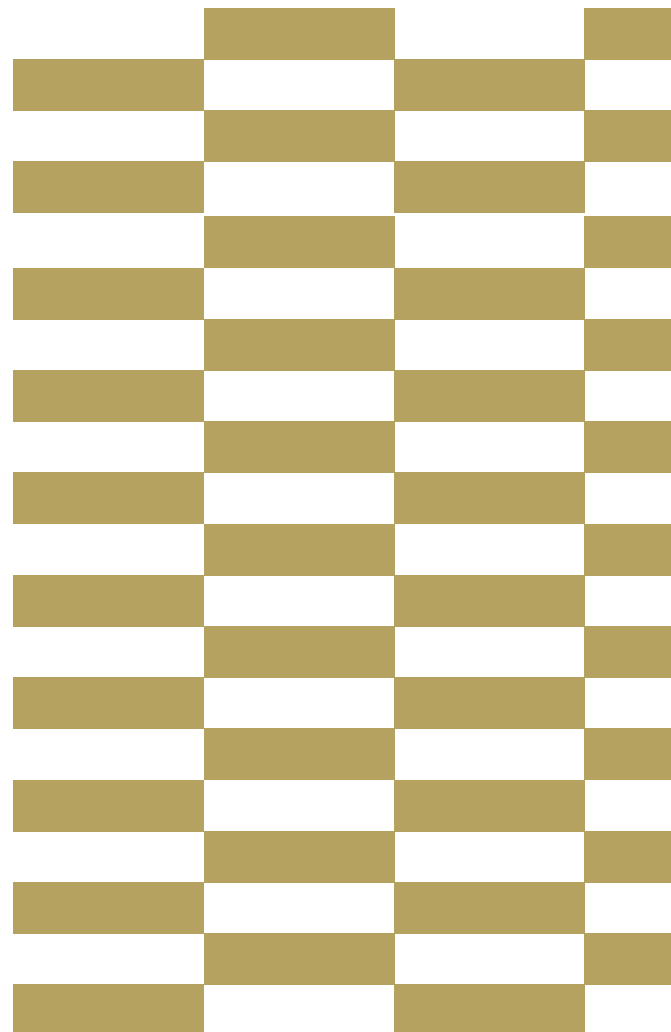
Taking this into consideration and also the fact that this was a first-year cohort I was very aware that the students were unsure about designing and presenting a poster as it was something that they have not undertaken before. I always find that if I consistently encourage the students and answer their questions in a warm, friendly and professional manner in each of our classes, they tend to develop confidence, knowledge and enthusiasm for both this module and its assessment.

Any recommendations resources

Please see [Appendix 1](#)

Visual associated with activity

Please see [Appendix 2](#)



APPENDIX 1

CONTINUOUS ASSESSMENT

TRAVEL OPERATIONS AND GEOGRAPHY

Assessment Brief

This is an individual written piece of work and it will examine;

1. An introduction to the travel element of the global tourism industry.
2. The advantages and the disadvantages of the four (4) mains travel modes (road, rail, sea, and air).
3. Future trends in relation to the ever-changing global travel industry.

During the poster presentation, you will be expected to discuss your poster content with your class for approximately 5 minutes. It is your chance to demonstrate your knowledge and understanding of the global transport industry. You are required to compare your viewpoint to academic textbooks, journal articles and other sources of research and examples available in this area.

Submission Details

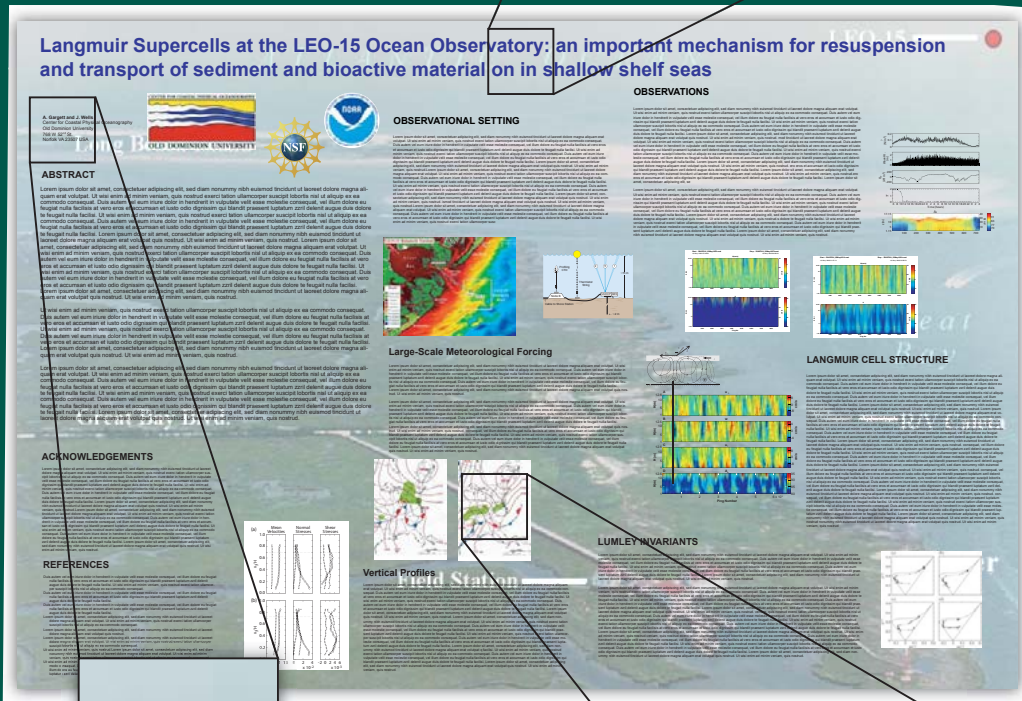
The poster should be submitted on Tuesday, November 9th, 2021. You must also complete and sign an official plagiarism disclaimer form which is available on Moodle. The Assessment 1 Poster Presentations will take place in your lecture on Tuesday, 9th November 2021. The posters on the following pages will give you an idea of how you might design your poster;

EXAMPLE OF A "BAD" POSTER

This poster was designed to be 6 feet wide by 4 feet high. Unfortunately, there is simply too much content. The results are text and graphics set too small to be easily legible. The background photo makes it even harder to read. Unnecessary logos add to the visual confusion.



- Poster title is too long
- Type is too small
- Was not carefully proof-read (see error in title)



A. Gargett and J. Wells
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- Author names are too small
- First names should be given
- The full address is not necessary
- Email address should be given for contact info



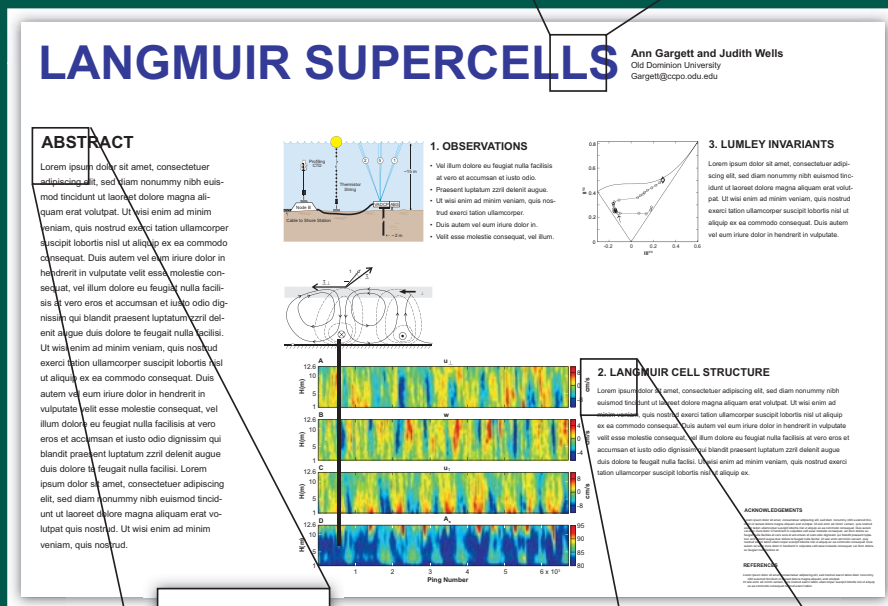
- A poor - quality or low-resolution graphic makes the poster unprofessional

EXAMPLE OF A "GOOD" POSTER

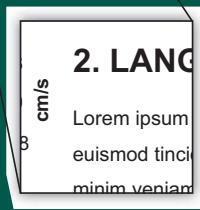
This poster was designed to be 6 feet wide by 4 feet high. Title and text are deliberately kept to a minimum and the type is sized for easy reading. The flow of content is left to right. Acknowledgements and references are single spaced and concise.



- Poster title is 280 pts (almost 4 inches tall)
- White background provides good contrast



- Title is 100pts
- Text is 55 pts, double-spaced



- Title is 65pts
- Text is 40 pts, double-spaced

Overall Marking Grade

70-100%

Extremely well presented and well researched poster. Demonstrates both professionalism and creativity. Clear to see that significant preparation has taken place. Enthusiasm is clear to see in the presentation (Reinforcing the professional approach). Demonstrates a mature understanding of the subject area and can analyse and build upon ideas and suggestions. Shows a wider knowledge and the ability to discuss comfortably beyond the immediate topic. Demonstrate you can discuss knowledgably about a comparable location (i.e. one other than your poster location).

60-69%

Presentation of a very good standard. Professionalism and creativity are clearly apparent. The presentation projects the appropriate professionalism at undergraduate level 6 standard. Enthusiasm included but less visible. Minor issues with content and justification of ideas. Demonstrates a good overall understanding of the subject area with knowledge beyond the immediate topic.

50-59%

Demonstrates knowledge and understanding of the information covered in the module. The level of information is presented to a good standard but is restricted to the immediate topic. Some issues with either the content or mode of presentation. Enthusiasm less pronounced. Wider knowledge not demonstrated i.e. if asked about transportation issues you are unable to discuss with any confidence.

40-49%

Presentation completed to a satisfactory level using fewer examples or lacking in detail/depth. Little linkage between theory and the case study used. Participation lacks verve. Cannot discuss the subject with any confidence.

35-39%

No material / concepts discussed effectively. Visibly clear that preparation is lacking and should have been undertaken. Little evidence of research having been done. Style and content have significant issues. Examples might be posters with illegible text, poor spelling, and maps/images of poor quality. Note: participants not attending the presentation without prior notification will lose 25/55 marks available unless a Medical Certificate can be provided.

APPENDIX 2

POSTER PRESENTATION MARKING SHEET (RUBRIC) TRAVEL OPERATIONS AND GEOGRAPHY

Student Name: Student K number: Programme and Year:	Travel and Tourism 1
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Presentation Criteria	Un - acceptable	Poor	Average	Good	V Good	Excellent
Verbal and non-verbal (eye contact, enthusiasm, engagement of audience, tone of voice, does not rely on reading from script, is comfortable with this mode of presentation)	0	1	2	3	4	5
Design, layout and visual appeal	0	1	2	3	4	5
Effective use of poster as a presentation	0	1	2	3	4	5
Overall professionalism of presentation of poster	0	1	2	3	4	5
Able to answer questions – arising from presentation	0	1	2	3	4	5
Total (Out of 25 marks)						

Comments 1. 2. 3.

Poster Criteria	Un - acceptable	Poor	Average	Good	V Good	Excellent
Introduction to Transport	0	1	2	3	4	5
Road	0	1	2	3	4	5
Rail	0	1	2	3	4	5
Sea	0	1	2	3	4	5
Air	0	1	2	3	4	5
Future transport trends	0	1	2	3	4	5
Total (Out of 30 marks)						

Comments 1. 2. 3.

Assessment total (55 marks)						
Overall grade (100%)						

References

[Berg, J. and Hicks, R. \(2017\). Successful design and delivery of a professional poster, *Journal of the American Association of Nurse Practitioners*](#)