



Invasive Species
Council of BC

HOW TO TAKE ACTION

Create an Invasive Species Poster



WHY CREATE AN INVASIVE SPECIES POSTER?

A poster is an excellent way to engage with and teach people about invasive species issues in BC. It combines visual elements, like images and color, along with facts to inform your audience. Posters are low cost, highly visible, easy to create resources that can be displayed to many different types of audiences.

CREATING A POSTER

Step 1

Choose an invasive species that you're interested in learning more about or is of concern in your community. Visit bcinvasives.ca to view a list of select invasive species in British Columbia.

Step 2

Research your invasive species. Visit the 'Identify' and 'Publications' sections on bcinvasives.ca. When building your poster, ensure your data is collected from reliable resources. Consider the intended audience, author's qualifications, the publication's reputation, any indications of bias and the quality of the writing.

There are two categories of sources: primary and secondary. Primary sources are direct, firsthand sources and include resources like research articles and literary texts. Secondary sources are sources that discuss, interpret or rework information from primary sources and include resources like magazine articles or scientific reviews. Each type of source is fine to use as your main concern is reliability rather than type.

Always credit the author's work with a citation when you quote, paraphrase or summarize information or ideas from an external source.

Step 3

Your poster should grab a reader's attention quickly and not overwhelm them with information. Consolidate your research and identify the most essential information.

Here is a list of some information that may be important to include in your poster:

- » Identifying or key features
- » Where it is found
- » Why it is important to care/impacts
- » Fun or interesting facts

Step 4

An important element to include with your poster is a call to action. Your call to action will tell your reader what to do with the information they have gained. Need some ideas for a call to action? Here are some examples:

- » Report sightings of the invasive species
- » Go to a website to learn more
- » Suggest a 'Take Action' on how to manage or prevent the spread of the invasive species

Step 5

It's time to design your poster!

When deciding on the color scheme, you may want to think of the psychology of using different colors. Color psychology is based on the idea that certain colors will trigger specific feelings or emotions, which can lead to specific actions. Here are a few examples of colors and some of their triggers:

- » Green: Nature, Healing, Freshness, Quality
- » Blue: Trust, Peace, Loyalty, Competence
- » Brown: Dependable, Rugged, Trustworthy, Simple

Plan out the layout for your poster. First, gather your text elements and see how much space they require. Choose photos or graphics that complement your text.

Photos that highlight the species identifying features or other elements from your text are important. Always use high quality images. You can also find free stock images online. One such resource is unsplash.com.

!! Remember with all photos it is important to know that you have the permission of the owner to use it. Check for any license needs before using someone else's images !!

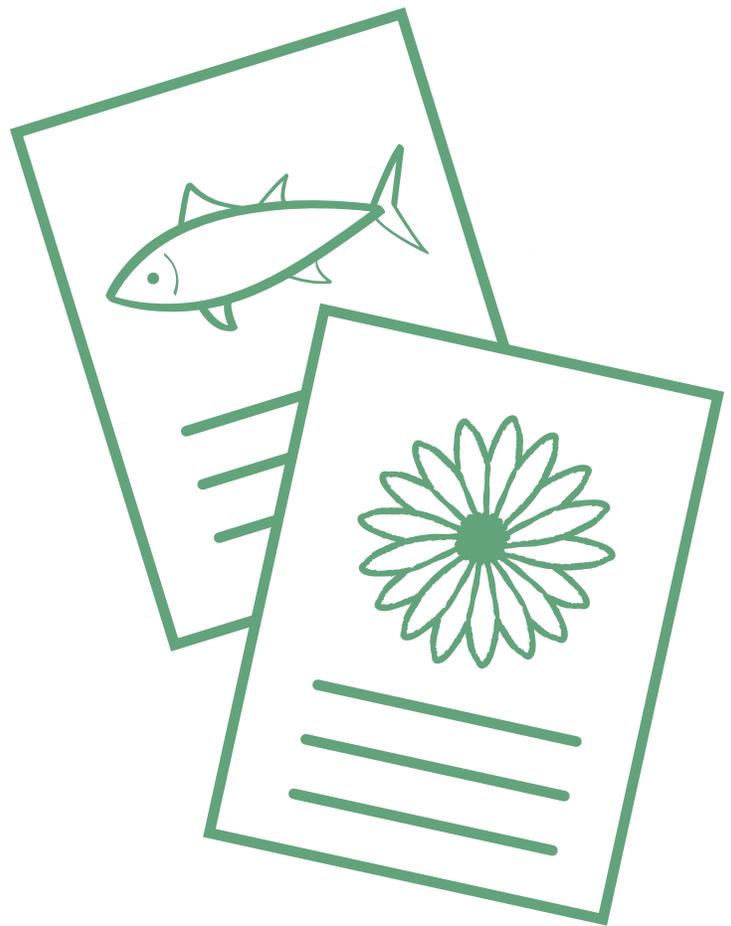
When creating your layout, it is important to think of your negative space as well. A poster that is crowded with text and images will seem busy and may be confusing, especially to those that may have visual sensitivities. Blank space can go a long way in creating a visually appealing poster!

Step 6

Now that you have all your components ready, it is time to create your poster! You can use many different programs to help with this. Some examples are:

- » The Microsoft Office Suite (Word, PowerPoint, etc.)
- » The Adobe Suite (InDesign, Photoshop)
- » Canva – A free online design platform

Continue to edit and tweak your design until you are satisfied with it.



Step 7

Excellent job! Share your poster! Remember to obtain permission to post the poster before doing so.