

## Concept Poster Guidelines

### 18-Hour Review

**Objective:** The purpose of the concept poster is to convey *concisely and visually* the essence of a concept or idea. The experience of developing the concept poster helps candidates synthesize tacit ideas into an explicit format that includes visual icons. A concept poster can serve as part of your own case study of your Ed.D. growth continuum, especially as you “**map**” how you are growing from your current state to a future state.

**About the tool/activity:** A concept poster is simultaneously a summary document and a communication tool to gain further understanding about people and systems. Generally it includes a name or title, features, a compelling graphic depiction, and possibly a timeline.

**The Concept:** To portray your first-year experiences in the doctoral program and insights into your leadership development and practice.

#### **Suggestions:**

1. Using a blank large sheet of paper, sketch an outline of key experiences, readings, doctoral work, etc., that might appear on the concept map.
2. Think about the four strands of the doctoral program as an organizer:  
The paradigm for shaping today’s educational leaders must include the creation of a culture and shared vision of excellence with all stakeholders. Leadership in today’s 21st century educational organizations emphasizes **strategic planning, using data to make instructional improvements, building a culture of trust and understanding how theory guides the educational leader to solve problems of practice**. Think about timeline of your experience, noting ah-ha moments, as well as the five areas of **people, places, policies, programs, and processes** that create the culture of your experience. Then, in the method of phenomenology, you will need qualitative data that can be generated by an interview with yourself about the ideas, timeline, culture of the experience, etc. Use critical inquiry to interview self, as you reflect on the key experiences, leaders from the field who have visited our classes, readings, seminars, doctoral work, etc., making sure to take notes, rough sketch graphics, etc., that might appear on the poster you have generated around the concept of first-year experiences.
3. Next, read through your notes several times. You may color code the “similar” experiences, trying to tease out major themes and ideas about your first-year doctoral experience. Look for outliers and decide how you may treat the outliers in your map. Your concept map may look more like an infographic, sharing mostly information, or it may be a creative narrative that portrays a story of your experiences.

4. Design a concept map that will address the following questions:  
*What were your experiences?*  
*What insights did you gain from these experiences (about your own leadership development)?*  
*How will you use these insights in your current practice of leading?*
5. For the purposes of the actual 18-Hour Review, you may be asked to reproduce the concept map into a poster for ease of viewing (see contact information below from Smith Library). Details will be provided at the 8/16 meeting.

**Credits:**

*Innovating for People: Handbook of Human-Centered Design Methods*, LUMA. 2012

Also look at Poster Session: <http://www.gogamestorm.com/?p=419>

**Useful References:**

<http://noisebetweenstations.com/personal/weblogs/?p=2192>

**Logistics for Poster:**

Contact Information: Leonard, Samantha     [sleonard@highpoint.edu](mailto:sleonard@highpoint.edu)  
High Point University Smith Library

1. The size 36x48" will work great.
2. PDF file are preferred and enable there to be less mistakes during file transfers. I could also print from the PowerPoint, but PDFs will be easier for everyone.
3. The cost will be exactly \$15 for 1 large poster (36x48)
4. Once the file is sent to Ms. Leonard, it will be printed and but NOT proofed. If a student proofs after the printing and finds an error, he/she will have to pay for a reprint. If the error is ours (a printing error) then the library will reprint for free.

Please do not hesitate to email or call with any questions or concerns. The Smith Library Media Website (<http://library.highpoint.edu/media/media.html>) answers many questions about pricing and printing services as well.