

**Poster as Effective Means of Communication: A Study of students in Alvan Ikoku Federal College of Education, Owerri**

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**Abstract**

In view, this study focused on the effect of poster as effective means of communication to the students of Alvan Ikoku College of Education. To achieve this objective the researchers used the survey method. There appears to be a gap in communication among tertiary institutions in Nigeria. The various modes of communication appear in effective, creating some obvious communication gaps among students and the entire institution. Questionnaire, which is administered to the population, is made up of the students how many? The sample size of the population is 250 students. Also, photographs of posters were analyzed. The findings got from the research instrument shows that the posters at A.I.F.C.E, Owerri serve as effective means of communication to the students; they also help to boost sales and help to create awareness among the students. Based on the above findings, the following recommendations were made; A.I.F.C.E, authority should organize workshop and seminar on the impact of posters in the education of children; they should also encourage the mounting of posters on the campus in an aesthetic manner.

**Introduction**

Since the history of man, communication has been an important phenomenon. It is very difficult to divorce it from human existence and situation. Simply put, communication is an act of passing ideas, feelings thoughts and information from one person to the other. Communication could also be described as an act of "sending, giving or exchanging of information and ideas" from one source to another.

It is important to note that the effectiveness of what is communicated is what really matters. In his view, Cogne (2001: 175). remarks: "The first thing they teach you about being an instructor is that you must communicate well". That is, communication is of great importance. There are various ways of ensuring effective communication system; this is referred to as mass-media. A piece of information, idea or thought is either verbally or visually communicated. There are many ways by which communication could be successful.

There are also visual means of communication among which include poster design, an important aspect of visual arts. Obviously, poster design is one of the effective communication devices to the public; it is a visual communication medium meant to give useful information to the people. Ekeada (1988:20), believes that "poster is a visual material designed to communicate ideas, give information or advertise a product". He further notes, posters combine symbols or illustrations and lettering to achieve the desired objectives. The use of posters as visual communication design is an age long art experience. For instance, posters existed in different forms in

the ancient cities of Egypt, Greece and Rome. In Egypt, such posters were written on papyrus and sometimes engraved on slabs or pillars of stone structures. For example, "the palette of king Narmer" gives us the impression of poster in the Egyptian art (Janson, 1973:37). Again, the ancient posters were executed on walls or even on panels of wood. According to Ngumah (2001:12), in Rome, posters appeared in form of "albums" for people to have a look at.

For ages, the making of posters, has undergone various production changes with the development of science and technology. The invention of lithography in Austria in the tail end of 18th century made poster design to have a new dimension in terms of utility and aesthetics. In fact, the beginning of lithography in colour marked the beginning of modern poster. The invention of lithography in 1798 brought a new printing method that made it much easier for posters to carry coloured illustrations. Poster production boomed throughout the first half of the 19th century and they were used to advertise an enormous range of goods and services". In the ancient time, posters were chiefly produced for amusement, commerce and pronouncement until the out-break of the first world war when it was fully utilized as a powerful means of war propaganda. The earliest posters were usually not illustrated, carried announcements of royal proclamations, municipal decrees, fairs and markets, and occasionally advertisement for books (Encarfa Premus, 2005).

Again, since after the world wars, that is, from the 19<sup>th</sup> century, poster design has come to stay as an effective means of visual communication with multi-various functions varying in philosophy and techniques. Generally, posters have a commercial purpose-to advertise products or publicize events-but they also occasionally appear as public education announcements, instrument of propaganda or pure works of art with no overt message. In this project, posters as means of effective communication to the education of the students of Alvan Ikoku Federal College of Education, Owerri Imo State will be investigated. Also the 'how' and 'why' of poster will be examined.

### **Statement of the Problem**

There is no doubt that poster as visual communication design materials exist in different forms. It is also clear that posters aim at giving information about something to the people in the society. In Alvan Ikoku Federal College of education, Owerri, a lot of posters exist. But unfortunately, many people-students are not quite aware of the essence of these posters to the education of the children.

It is therefore, the focus of the project to investigate posters for effective communication to the education of students at Alvan Ikoku Federal College of Education Owerri, Imo State.

### **The Purpose of the Study**

The main purpose of this study is to investigate the effects of posters as effective means of communication to the students in Alvan Ikoku Federal College of Education, Owerri. The objectives of this study include:

1. To identify posters as visual communication design instrument
2. To find out the different types of poster designs and their effects on the students
3. To determine if poster design creates awareness among the students
4. To determine the extent, posters enhance effective acquisition of knowledge or information

### **Significance of the Study**

This research is an investigation of poster design as an effective means of communication for the education of students at Alvan Ikoku Federal College of Education, which will be significant to the following:

1. The planners and implementers of school curriculum
2. The lecturers, students, parents and the school management.

The planners of school curriculum and those who implement it will come to appreciate the impact of poster design in the education of students, if included in the curriculum.

It will also create awareness among lecturers, students and parents in this area of the need to justify the curriculum. This will further help the school management to allow the display of different types of posters to ensure public enlightenment. It will serve as a frame of reference to researchers, teachers, educators in similar fields of study who will find the result as a basis for further investigation in making posters.

The study will boost the study of art by developing students' interest in Graphics of which poster design forms an integral part.

### **Research Questions**

1. RQ1: Can posters be identified as visual communication instruments?
2. What are the different types of poster design and their effects on the student?
3. Do posters create awareness among the students?
4. To what extent do posters enhance effective acquisition of knowledge/information?

### **Scope of the study**

The researcher is limited to the seven schools in Alvan Ikoku Federal College of Education Owerri, Imo State. School of General Education; the School of Social Sciences, the School of Arts, the School of Agriculture and Vocational Studies, the School of Natural and Applied Arts, the school of Early Childhood Education, and the Postgraduate School.

### **Review of Related Literature Communication and Poster**

As earlier observed, communication is truly a phenomenon and cannot be isolated from human activities—socio-culturally, politically, economically, religiously and more importantly educationally. The concept, communication has overwhelming meaning because of diverse opinions of human nature. In a simpler manner,

communication is the passing of information or data from one source to another. This means that more than one person or (thing) are involved- the message transmitter and the message receiver(s). Okere (2007:6), defines communication as simply "the ability to pass information as exchange of ideas between sender and a receiver(s).

In similar manner Encarta Premus (2005), defines communication as the process of transmitting and receiving ideas, information and messages. The transmission of information in a more advanced form has gone a long way and is part and parcel of humanity. Earliest form of communication started with symbols and alphabets which are important aspects of poster design. This is what Lester in Okoli (2004:51), calls optical communication which is also known as visual communication. It is also one of the strongest means of reframing into integral being. This is because the visual language is capable of disseminating knowledge perhaps more effectively than almost any other vehicle of communication. "This visual communication can be expressed through the visual arts among which importantly include posters. For effective communication, a poster as instrument becomes very necessary.

Posters are important aspect of graphic design; that is graphics exist in form of signs, posters, postage stamps, bill boards among others. In his view, Newark (2002:50) affirms that graphics is a language and like all languages have a vocabulary of which includes poster design. In a clear manner, Obizue (2006:44), notes, "a poster is a graphic design of a product or information. It is meant to advertise or to communicate ideas about the product or information". In other words, posters are visual communication design materials; they are used to communicate an idea or convey an action.

Infact, the need of posters as means of communication should be the concern of everybody. Again, Uzoagba (2001:82). notes: "poster is a piece of bill or placard or display in a public place". Tuban (1970), considering its nature defines poster as the medium that first catches the eyes. Another definition by (J7nagba (2002:43), throws more light on the meaning of the concept. Thus; posters are large printed notice or (coloured) drawings put up in public place. They follow the same pattern as the billboards, but they are smaller. They are usually displayed in public places- halls, stadia, walls, motor-parks, offices and schools.

### **The History of Poster as Visual Art**

Available literature has shown that posters' existence can be traced to the 15th century following the invention of printing press by John Gutenberg, Ngumah (2008) confirms, Again, Arntson (1993:13) in her contention believes that the birth of graphics (poster, as .aspect) could either be traced back 30,000 years to cave painting or about 550 years to Gutenberg's invention of printing press. The earliest poster designs were usually not illustrated; they bore only text with management arrangement. Such posters according to Encarta (2005) "carried announcements of royal or acclamations, municipal decrees, fairs and markets and occasionally advertisements for books. Small wood cut illustrations were used somewhat more frequently in later centuries but they were used somewhat more frequently in later centuries but they were relatively difficult to produce and were never common". With the emancipation of Industrial Revolution leading to large-scale industrialization and

the invention of lithography about 1800 gave birth to the modern era of poster production. Encarta Encyclopedia standard Edition (2005) observes.

The invention of lithography in 1798 'brought a new printing method that made it much easier for posters to carry coloured illustrations. Poster production boomed throughout the first half of the 19th century and they were used to advertise an enormous range of goods and services. Also, at this time theatrical posters first appeared often with realistic illustrations of scenes from the operas or burlesques that they advertise.

It is good to note that it was a Frenchman; Jules Cheret that revolutionized the look of posters in 1867. He introduced illustrations, de-emphasized text; he also drew idealized figures instead of realistic scenes which was the focus then.

In Nigeria, poster design as means of communication can be traced to the advent of Europeans to the country and their business activities in the early 1900s. Poster, being an aspect of "commercial art" was easily introduced and spread fast since it was a strong visual tool to advertise their products and also give information. Ngumah (2005:39), remarks: in Nigeria, the history of tailboard painting and other related art activities such as commercial art can be traced to the coming of the Europeans in West Africa in general and Nigeria in particular. As early as the 15<sup>th</sup> century the Europeans had established trade activities with West Africa in general and of course Nigeria had her own share of the deal". He further notes, with the establishment of business ventures, the need for poster design as communication device became very imperative. Since colonial period till present poster design has assumed an important aspect of commercial art and has played a very significant role as effective means of communication and advertisement in human endeavour.

### **Types of Posters**

There are different types of posters and each performs its specific role according to its nature and the message to be conveyed. There are however two major forms of posters namely " formal and informal posters. According to Anyasodo (2002:6), formal posters refer to posters whose production and presentation follow formal analysis. That is the rules and principles of creative analysis are observed. While informal posters are causally produced and presented to serve a specific purpose within a given situation.

Posters are classified according specific roles as observed by Ohabuiké (1995:30). They include; tourist, persuasive, political and health. Tourist posters are designed to make known to the public what is available; they direct attention to tourist facilities of one locality or the other and create favourable reasons why one should travel to such places. In other words, tourist posters encourage tourists. Such posters are displayed at the tourist centers and other public places within the area.

There are also persuasive posters which are used to create favourable impression on the mind of the viewers and at the same time influence and force them to do something. This type of poster is seductive and has the ability to induce. In his view, Uka (1998:4), opines that there are also decorative posters which are usually coloured and are purely photographic in nature and appearance. In fact, all posters whether advertising or promoting something can be used as decorative art work.

Political posters are very important to the politicians. They serve as electioneering campaign weapon and a guide to voting system, such campaign posters carry pictures and symbols of the party and candidates and his manifestos. Propaganda posters (also known as political posters) are used to achieve political goals. Reacting, Encarta (2005), confirms that "with the outbreak of the World War I in 1914, poster art underwent an abrupt change. Posters became instruments for propaganda and were also encouraged enlistment in the army and to sell war bonds. The Encyclopedia Britannica (1980:145). defines propaganda as the more or less systematic effect to manipulate other people's beliefs, attitudes or actions by means of symbols".

Other forms of posters include commemorative posters used in the remembrance of something or in honour of the memory of something. For examples, the "International year of the Child" the "museums Day" and "Children's Day Celebration" are commemorative posters. Again, we have "Health Posters based on health services. The posters tell or expose the dangers drugs, the need for sports and effects of population explosion. Irrespective of the types of posters, the essence is to pass information, advertise new products and thus create public awareness.

### **Values of Posters in the Society**

Posters perform vital roles in the society particularly in a classroom situation. Ekeada (1998:2), opines that poster is a visual device used in classroom instruction and reemphasized that every teacher should learn to produce one at least the informal type of posters.

Since history, the importance of poster has been identified as a visual device to control the population of the society. In Beijing, China, in the 1890s poster was used judiciously to stop population control. The poster as reported in Encarta (2005) shows the one-man population control policy instituted by the Chinese government. Again, poster serves as a kind of visual short-hand that gives information in a glance. Anyasodo (years) quoting Ekeada (2000:21), views that "poster through its very nature was developed as a visual short-hand in which ideas could be expressed simply and directly". This suggests that people should be encouraged to be making use of visual short-hand.

Posters advertise the existence new products in the society. Thus, poster is a commercial art. That is, poster is the advertising medium with the most known tradition and prestige. In his view, Ngumah (2005:40), avers that, "commercial art refers to designs that are skillfully made for advertisement and to give people information about something". While advertising itself is the passing on of information to the public using visual images or symbols through such media as billboards, display in shop windows, posters among others. As far-back as 1960s,

Emery (1968:4), defined advertising as the dissemination of sales, message through purchased space, time or other media to identify, inform or persuade. In similar vein, Winters and Milton (1982:6), said that advertising can be defined as "any paid form of non- personal presentation of ideas, goods, or services placed in public media by an identified sponsor for the purpose of influencing or inducing sales or active acceptance". Poster serves as a go-between the informant and the informed. That is, it is that form of art that mediates between the sender and the receiver. Without poster the impact advertisement has on new products will be reduced. In the same manner, Coyne (2001:54), believes that poster as means of communication is the quality of fantasy which was usually presented inorganic terms and which was also closely related to illustration. Dennis (1995), expresses that poster is an image that could express and thus mask its feelings.

Similarly, Ekeada (1990) remarks; "the important thing is to find a silhouette that is expressive, a symbol which simply by its nature, forms and colours can force its attention on a crowd and dominate the passer-by". The truth is that whatever is displayed as a form of poster must be highly expressive and the ability to induce attention.

Poster design generally presents a realistic concepts executed with an economy of means, the shadows, clearly marked, a decorative element, although its actual shape is dictated by observation. Every clearly educated poster should have the following characteristics as outlined by United States Peace Corps Information Collection and Exchange (1976:112)

Posters should be read at a glance relate to something important to people (motivation) be easily understood be accord with accepted ways of acting, be placed where they will be seen by intended audience. Local people can see posters as tools for starting discussion: what is the message? How does this relate is us?

In line with the above features or attributes of a poster, Ekeada (1988:55), and Uzoagba (2001:82), observe that a good poster should be able to communicate effectively if the design material has good layout, bold and readable, uniform characters, avoid using over-crowding visuals and applying harmonious colour scheme. The end result of all these features is an excellent poster design that will meet the challenges of the society in all forms.

Since the new era, advertisement has become an important aspect of our life. Its role as a business promotion device cannot be quantified. It is not surprising why the Journey of the Social Democratic Workers Party (De socialistiche Gids) as quoted by Uka (2001), observes that "we live unfortunately in capitalistic circumstances still, our world is one of competition. Under social conditions in which we live things are not produced in order to satisfy human needs but on the contrary, in a manner that is utterly anarchistic...why not a shout, if that is what is needed? If the artist is a genuine one, even his shouting is beautifully..."

In conclusion, Madu (2006:6), notes: the second anthropological value of art in daily life and environmental improvement could be seen vividly in visual art such as posters. She further remarks that mobilization and information, political posters create ways of releasing emotional feelings. A child can interpret pictures faster than worlds.

### **Methodology**

The Methodology for the research includes Design of Study, Area of Study, Sample and Sampling Technique, Instrument for Data Collection Validation of the instrument - Administration of the Instrument Method of Data Analysis.

### **Area of Study**

The subject of this study was drawn from, the (7) Seven schools in Alvan Ikoku Federal College of Education, Owerri. These schools include: School of Education, School of Social Sciences, School of Arts, School of Agriculture and Vocational Studies and School of Natural and Applied Sciences, School of Early Childhood Studies and the School of Post-graduate.

### **Design of the Study**

This work adopted a research survey approach to investigate the effects of poster as effective means of communication to the education of the students of Alvan Ikoku Federal College of Education, Owerri. For purpose of collecting detailed valid & reliable data the researchers adopted the survey research method, which involves gathering of data on a target population from a sample and generalizing the findings from the analysis of sample to the entire population: the research instrument that has been used is a structured questionnaire.

### **Population of the study**

The population of the research work is made up of all the students in Alvan Ikoku Federal College of Education, Owerri. The population of the students is 12,786. The accessible population for the study includes all the NCE students from randomly drawn schools that formed the populations as mentioned above.

### **Population Estimate**

Including the School of Early Childhood and the School of Postgraduate in your Population.

<b>S/NO</b>	<b>Name of School</b>	<b>Pop of Students</b>
1.	School of Education	1635
2.	School of Arts	2125
3.	School of Agric/Vocational Studies	2723
4.	School of Social Science	3130
5.	School of Natural Sciences	3123
6.	Total	12786

Table 1: Showing population of the study

### **Sample and Sampling Technique**



The researchers used a proportion of the students. The sampling technique adopted is the simple random sampling which gave all the members of the population equal chance of being selected in the sample. There are student in the college and a proportion of the NCE students were selected to cover the population because the whole students could not be involved.

Fifty (50) students were randomly selected from the NCE students from each school. The sample size is 250 students that constitute the respondents for this study by the random sampling.

Balloting was the main selection device by this study.

#### **Sample Size.**

S/No	Name of School	No Pop Students
1.	School of Education	50
2.	School of Arts	50
3.	School of Agric/Vocational Studies	50
4.	School of Social Sciences	50
5.	School of Natural & Applied	50
	Total	250

#### **Instrument for Data Collection**

The main instrument for data collection was a questionnaire personally designed by the researchers and focusing on the investigation into the poster as effective means of communication to -the education of students at Alvan Ikoku Federal College of Education, Owerri. The instrument was designed and employed to adequately address the research questions. There was one set of questionnaires meant for the students Appendix A. also photographs of some available posters were documented & analyzed.

#### **Validation of Instrument**

In order to establish the validity of the instrument, an expert in the field was consulted. After going through the set of questionnaire they offered some useful suggestions in terms of re-organization and re-writing of some items.

#### **Administration of the Instrument**

The instrument was administered to those concerned on a face to face basis. The researchers visited all the schools under study to administer the instrument which was a structured and guided questionnaire. Responses were collected for analysis. It is only the response that were relevant to the study were considered.

#### **Method of Data Analysis**

Data collected were tallied, collected and analyzed using descriptive statistics of frequency, percentage and mean. The percentages were thus calculated;

$$\frac{\text{Frequency of Response}}{\text{Total number of Response}} \times \frac{100}{1}$$

Again, the photographic of some posters was critically analyzed

**Presentation and Data Analysis**

Analysis of data collected get from the instrument for data collection, through questionnaire and photographic documentation of posters in Alvan Ikoku College of Education, Owerri. The responses from the people have been computed into frequency tables with the percentage scores presented. Based on the results of the percentage answers, have been provided to the research questions raised in the study.

**Research Question 1**

Remember to reframe you Questions.

To what extent do posters serve as effective means of communication to the students?

This research question takes care of items 1-5 in the questionnaire

Table 1

Frequency and percentage Distribution of Students'

<b>Responses</b>						
No. of School	No. of Items	No. of Yes Responses	No. of No Responses	Total	Total %	Total %
5	1	220	30	250	88	12
	2	200	50	250	80	20
	3	250	-	250	100	1
	4	210	40	250	84	16
	5	240	10	250	96	4
Average				%	89.6%	10.4%

Table 1 shows clearly that 89.6% of 250 respondents responded yes to items 1-5 of the questionnaire which seeks to verify whether posters make for effective communication to the students at Alvan Ikoku Federal College of Education, Owerri while 10.4% of the total respondents said no to these items. A glance at the above table justifies that posters serve as effective means of communication to the students at Alvan Ikoku Federal College of Education, Owerri.

**Research Question 2**

To what extent do posters help to boost sales on the campus?

Items 6-10 in the questionnaire were used to verify this fact.

Below is a table that contains data got in response to the above question.

Table 2: Indicates the role of posters in boosting sales of products on campus.

No. of School	No. of Items	No. of Yes Responses	No. of No Responses	Total	Total %	Total %
5	6	200	50	250	80	20
	7	220	30	250	88	12
	8	250	-	250	100	-
	9	250	-	250	100	-
	10	180	70	250	72	28
Average				%	88%	12%

The respondents in items 8 and 9 in the questionnaire all agreed that posters help to boost sale on the Alvan Ikoku Federal College of Education, Owerri campus. This is because they represent 100% of the total respondents.

On the issue of whether the presence of posters on the campus increases students demand for certain goods, 200 out of 250, which represents 80% of the total respondents said yes, while only 50 out of the total respondents representing 20% respondent no.

The table also revealed that on the average 88% of the total respondents strongly believed that posters help to boost sales of products on the campus, while only 12% responded negatively.

### Research Question 3

Do posters create awareness among the students in Alvan Ikoku Federal College of Education, Owerri?

The research question takes care of items 11-13 in the questionnaire.

**Table 3**

Frequency and percentage distribution of students' responses

No. of School	No. of Items	No. of Yes Responses	No. of No Responses	Total	Total %	Total %
5	11	240	10	250	96	4
	12	250	-	250	100	-
	13	250	-	250	100	-
Average				%	98.7%	1.3%

Table 3 above clearly shows that on the average 98.7% of the total respondents strongly agreed that posters generally create awareness among students in all ramifications on the campus, while only 1.3% said no.

Initial observation on the table above also shows that items 12 and 13 in the 'questionnaire all agreed that posters create awareness. This of course represents 100% of the total respondents. From the above responses, it is clear that posters

generally create educational political and socio-cultural awareness among the students and Alvan Ikoku Federal College of Education, Owerri.

**Research Question 4**

To what extent do posters enhance affective understanding of concepts?

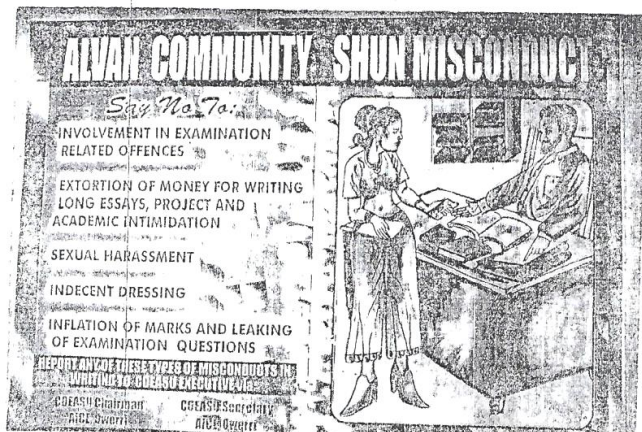
Item 14-17 in the questionnaire were used to authenticate this research question. Below is a table that contains data got in response to the above question.

**Table 4**  
Frequency and Percentage Distribution of students' Responses

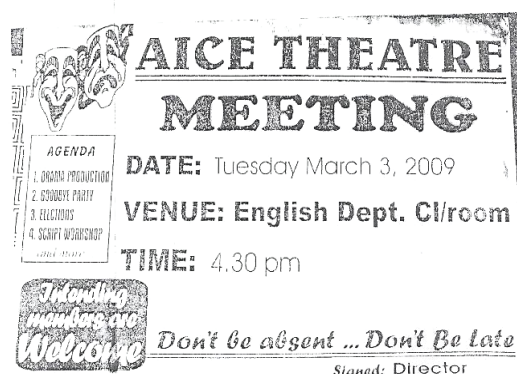
No. of School	No. of Items	No. of Yes Responses	No. of No Responses	Total	Total %	Total %
5	14	250	-	250	100	-
	15	250	-	250	100	-
	16	250	-	250	100	-
	17	250	-	250	100	-

Table 4 shows that all the respondents which represent 100% strongly agreed that posters serve as instructional materials for effective teaching and learning. It thus makes for easily understanding of concepts and experiences. From the response above, posters enhance effective understanding of concepts among the students at Alvan Ikoku Federal College of Education, Owerri, Imo-State.

**Documentation-Analysis Of Posters Photographs**



**Plate 1: Information Poster**



**Plate 2; Information Poster**

Plate 1 above is an information poster from "COEASU" Alvan Chapter variance the students and staff to shun misconduct of any kind in Alvan Community. It serves as a means of communicating to the students and staff on the dos and don'ts

in the college. The visual aspect of the poster shows a lady indecently dressed offering bribe.

This poster is designed by Alvan Ikoku Federal College of Education, Owerri Theatre giving information to all those concerned about meeting. The poster at a glance educates the people generally and specifically the theatre members.

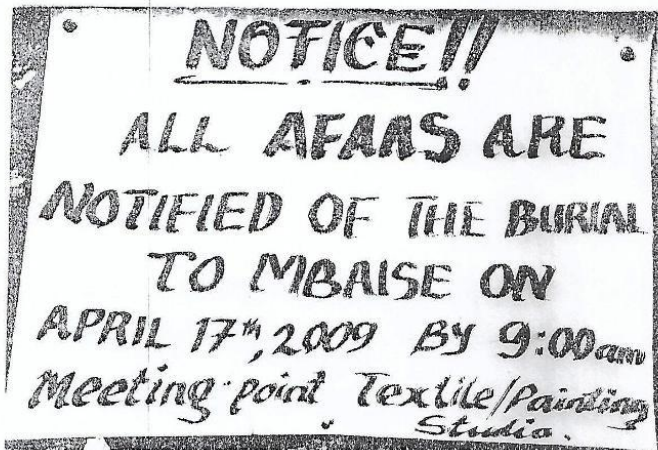


Plate 3 Notice; Poster



Plate 4 Advertisement Poster

Plate 3 above is an example of informal poster. The poster by AFAAs (Association of Fine & Applied Arts Students) notifies to her members, about burial arrangement. The above poster "Supreme Hair Styles" advertises to the female students the different hair styles available in their school for them to make choice. The aim is to forcefully draw their attention.

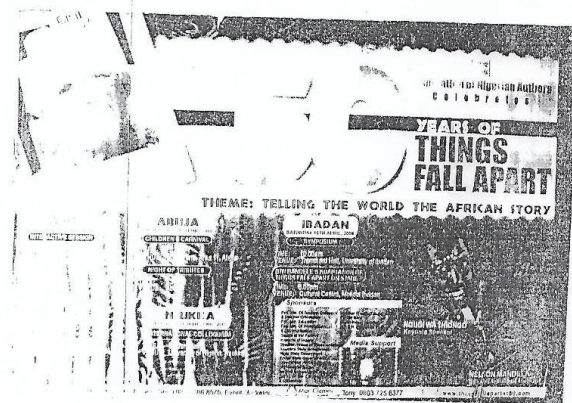


Plate 5: Academic Poster

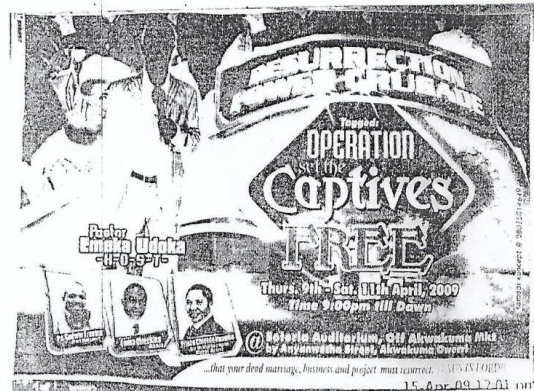


Plate 6: Religious Poster

This poster by "Association of Nigerians Authors celebrates 50 years of "Things Fall Apart". The poster features the author, Chinua Achebe and other African authors. The poster makes an interesting view.

The above poster tagged: "Operation set the captives free" is aimed at giving the people information and inviting them to a crusade. They can also be regarded as a persuasive, poster.

## **Discussion of findings**

### **Research Question 1**

To what extent do posters serve as effective means of communication to the students?

The data in table 1 provided answer to this research question. This is because 89.6% of 250 respondents said yes to items 1-5 of the questionnaire, which seeks to verify whether posters serve as effective means of communication to the students at Alvan Ikoku Federal College of Education, Owerri. This table also shows that only 10.4% of the total respondents respond no to these items.

Therefore, from the above result, it can be said that posters serve as effective means of communication to the students at Alvan Ikoku Federal College of Education, Owerri.

### **Research Question 2**

To what extent do posters help to boost sales on the campus?

The data in table H above shows on the average that about 88% of the respondents used for the study were of the view that posters help to boost sales on the campus. A critical glance on the table also shows that in response to items 8 and 9 in the questionnaire, all the respondents which represent 100%, said yes. The table also reveals that in response to item 7 in the questionnaire, 220 respondents representing 88% of the total responded positively.

The table also revealed that on the average only 12% of the respondents used for the study responded negatively on whether posters help to boost sales on the campus. Therefore, from the responses above, it can safely be said that posters to a large extent boost sales of products on the campus.

### **Research Question 3**

Do posters create awareness among the students in Alvan Ikoku Federal College of Education, Owerri.

The data on table 3 in chapter 4 answered this research question. This is because, on the average, 98.79% of the respondents used for the study strongly believed that posters create awareness of things among the students. Also, critical observation on the table further shows that in response to items 12 and 13 in the questionnaire, all the respondents which represent 100%, said yes. The table also shows that on the average only 1.3% which represents 4 respondents used in the study answered no on whether posters create awareness among the students of Alvan.

From the above responses, it is obvious that posters create awareness of things among the students on the campus.

#### **Research Question 4**

To what extent do posters enhance effective understanding of concepts?

In order to prove that posters enhance effective understanding of concepts, all the respondents in table 4 above which represent 100% (items 14-17) strongly agreed that posters enhance effective understanding of concepts. Some concepts are better understood when presented in visual forms.

Therefore, from the responses above, posters at Alvan Ikoku Federal College of Education, Owerri, enhance easy understanding of concepts to the students at a glance.

It is good to note that all the photographs (plates 1-6) are visual data showing that posters are effective means of communication to the students of Alvan Ikoku Federal College of Education, Owerri. They affect the students; they inform, advertise and educate the students.

#### **Educational, Implications of the Findings**

The educational implications of the study to all students in higher institutions are that the students learn and communicate effectively through posters. The posters generally educate the students on the dos and don'ts in the school.

The result of this study would be of benefit to the student-teachers. It will widen their knowledge in the use of posters as appropriate visual aids that will enhance their teaching capability. It will also expose the student-teachers the various types of posters that will affect the students learning skills.

The result of the study would help to make the student teachers and lecturers become aware of the role art-posters play in our school environment. The school authorities should organize workshops on the role of posters in the society. The student teachers should be encouraged to take compulsory course in Fine Art Department. The result of the study would also help the ministry of Education, NCE and even beyond to have insight into the role of posters in our higher institutions.

#### **Summary and Conclusion**

The research was carried out to examine the posters as effective means of communication to the students at Alvan Ikoku Federal College of Education, Owerri. The instrument for data collection was a structured questionnaire by the researchers and the use of photographs of posters. The raw data collected was analyzed and interpreted. The finding shows that posters at Alvan Ikoku Federal College of Education, Owerri, have effect on the students; they serve as effective means of communication.

The posters also educate the students socially, politically and religiously. They can be used as teaching aids to student teachers.

## Recommendations

Based on the conclusion, the following recommendations were put forward.

- The Alvan Ikoku Federal College of Education authority should encourage the production and placements of posters at appropriate spots to educate the students.
- To ensure the aesthetics of the college, the mounting/ pasting of posters should be monitored and guided.
- The school authorities should organize workshops/ seminars for the student-teachers on the role of posters in the education of children. Also, the need for the student- teachers to take compulsory art course in the Department of Fine and Applied Arts should be stressed.

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