

CONCEPTUALIZATION AND APPRAISAL OF AN ELECTRONIC POSTER ON ANTI-AIR
POLLUTION IN ILOILO CITY

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by

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ABSTRACT

This study reported the procedure involved in the conceptualization and appraisal of an electronic poster on Anti-air pollution in Iloilo City. The study was conducted to determine the merits of the conceptualized and appraised electronic poster based on aspects such as Presentation, Text and Facts, Relevance, and Over-all Impact. Data were obtained using the researcher's journal and evaluation form validated by experts. Means and ranks were the statistical tools employed. The manpower was composed of an individual researcher. The whole production was finished in two months. The total amount spent for the production of the poster was Php 1,933.00. Several problems were encountered during the different stages of the production. These problems include the delay in the conceptualization of the poster, difficulties in looking for significant facts and concepts needed in lay-outing the poster, delay in printing and budget shortage. Generally, the poster was rated very good. For the improvement of the poster, suggestions were given by the evaluators.