

POSTER MAKING

A Poster is a large notice announcing or advertising something. It generally creates social awareness about any problem or needs. It also conveys a social message in an eye-catching way. A poster is a piece of paper that depicts the social issues / concerns of the environment. It could be related to some advertisements also. Basically, it is a piece of art that catches the maximum attention of the viewers because of its messages.

Following are the types of posters:

- ❖ Invitations like posters for carnivals, fests, exhibitions etc
- ❖ Social cause, warning, prevention
- ❖ Workshops or Seminar

Format of poster writing.

- **Issuing Authority:** Write the name of the organising body of the particular event.
- **Title:** This is the point where you can make the deal. Make a catchy title which is basically the gist of your announcement or issue.
- **A sketch:** After the title, you have to draw a picture depicting your issue.
- **Date, Time and Venue:** Here you have to mention the date and time of the event which has to take place. Do not forget to mention the venue of the event.
- **Contact Information:** Remember to add the details of the concerned authorities as the people reading the poster must have contact numbers of the event co-ordinator in case any query arises on the day of the event.

Points to Remember:

- ❖ Your poster must not exceed the word limit of 50 words.
- ❖ The poster should be in a box.
- ❖ Make the content inside the poster to the point and crisp.
- ❖ Make sure your answer to a poster must fit in one page only. It should not be continued to the next page.
- ❖ Also, bold or underline the important information inside the poster.
- ❖ Do not use complex language.
- ❖ Do not use the short form of the words.
- ❖ Make sure your poster is in the proper structure / format.

- ❖ They must be drafted carefully to attract the attention of the readers, excite their imagination and influence their minds.
- ❖ Posters are read from a distance. Do not give many details in a poster. Highlight only ; important issue/issues.

MAIN FEATURES OF A POSTER

(a) Layout

- Visually attractive/Eye Catching
- Title-suggestive/catchy
- Use slogan, jingle or short verse
- Sketch or simple drawings
- Letters of different size and shape
- Proportionate spacing, etc

(b) Contents

- The theme or subject of the poster
- Description or details associated with the theme
- Essential details like time, date, venue (for an event)
- Name(s) of issuing authority/organisation, etc

(c) Expression

- Phrases, slogans, persuasive language
- Creativity in terms of content and design
- Overall organisation and sequencing of the matter
- Observe word limit (usually 50)

SAMPLE:

Design a poster in not more than 50 words for your school library on the value of books and good reading habits. You may use slogans.

Answer:

Books—Our Best Friends

BOOKS

- inform
- instruct
- delight
- enrich



*Take a book
a day !
Don't Delay*

**Your School Library
has ten thousand
books**

When you are gloomy or lonely
Your best friend is a book!
**Don't judge a book by its cover
- Read it !**

Reading makes a ready man

Read best

Speak best

Think best

*Make reading
a regular
habit*

QUESTIONS:

- 1) Design a poster in not more than 50 words about the need for Regular Exercise. You may use slogans.
- 2) Design a poster to launch 'Tree Plantation Campaign' in the area surrounding your school.
- 3) Fireworks and crackers are known to create pollution during festivals. As an environmentalist design a poster in about 50 words to create awareness of their ill effects.

N.B:- (Answer the following questions and submit it to your subject teacher)