ENGLISH

Long Composition: Poster Writting

LANGUAGE COURSES

POSTER MAKING

A poster is used to convey a message or some information through words, graphics, pictures, etc. A poster is usually made large and attractive as it is displayed on the walls. It can be used for advertisement or promotion or sale of some items or it can be used to spread a message. It is used by artists, film makers, advertisement agencies, political parties, NGOs, government departments such as public relations, health and family welfare, education or environment protection agencies for public awareness.

Purpose Posters can be used for highlighting the following:

- ❖ cultural shows/exhibitions/seminars/workshops/fairs/fetes, etc.
- ❖ educational institutions and student's activities
- ❖ social themes/problems

Generally a poster has certain important features. These include:

Layout

- The poster should be visually attractive.
- It should contain a catchy title.
- It should contain a sketch or simple visuals to make it look attractive.
- It must have different fonts in different shapes and sizes.

Content

- The theme/subject must come across clearly.
- Description/details related to the theme should be given.
- Essential details, e.g. date, time, venue, must be included.
- Names, i.e. issuing authority, organizers, must be mentioned.

Expression

- Attention must be paid to the organizing and sequencing of content.
- Appropriate language must be used.
- Creativity in language and design must be encouraged.

Posters recapture and recreate the basic moods and styles of three modes of communication, i.e. notices, advertisements and invitations. They should, thus, be so designed so as to captivate the attention of the onlookers. To achieve this, the poster must use bold and capital

letters, striking designs and ornate work. Catchy phrases and slogans are the lifeline of posters.

Important Points for Making Poster:

- Maintain brevity as there is limited space available.

- Clarity is essential in order to successfully put the message across.

- The poster should look attractive.

- Use visuals/pictures to create interest and get the message across. The visual/ colours must add to and not detract from the message.

- Arrange content in a pleasing, readable way. The wordings of the poster should be centred in an appealing manner.

- The first line should introduce the purpose of the poster, e.g. A Health Mela, A School Fete, etc.

- Mention relevant contact details.

- Include other details that would awaken the interest of the reader.

- The name and address of the issuing organization must be clear.

- Catchy slogans/captions can be used to make the message effective.

Sample

➢ Prepare a poster to be put in the school entrance lobby announcing the Annual Athletic Meet of your school.

Vidya Niketan
WELCOMES YOU TO

The Annual Athletic Meet

Chief Guest

Shri Sushil Kumar, Olympian

The Meet begins sharp at 9 a.m.

Wrestling champion will arrive at 8:55 a.m.

The Programme

1. Junior and Senior Athletic Events
2. Drill display

➤ Prepare a poster on behalf of the Municipal Authority of your city informing the citizens about how to protect themselves against mosquitoes.

Fight the Mosquito

○ Mosquitoes cause malaria, dengue and chikungunya.
○ Do not allow mosquitoes to breed in your house/neighbourhood.

Don't
☞ allow water to collect in pans, coolers, pits
☞ allow garbage to accumulate in the streets, parks

Do
☞ Spray insecticides
☞ Open windows when the municipal vans come for fogging
☞ Wear full-sleeve clothes and trousers

Issued by Municipal Corporation of Delhi

➤ Prepare a poster on behalf of an NGO to be placed in various parts of the city urging the people to save trees.

HUG-A-TREE
AND SURVIVE
PLANT MORE TREES

WE LOVE TREES

TREES NEED HELP!
☞ Trees are our best friends.
☞ All parts of trees are useful to us.

DO NOT CUT TREES
☞ Trees keep the environment clean.
☞ Trees give us oxygen.
☞ Use recycled paper.

☞ Use substitute of wood for construction.

ISSUED BY TREE LOVERS GROUP

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➢ Prepare a poster on behalf of the Municipal Authority of your city advising citizens on ways to save water.

Water is Precious.

Water is Life.

Save water and you thrive.

HOW TO SAVE WATER

☞ Shut the tap after use.
☞ Stop leakage in taps and tanks.
☞ Do not wash cars, walls, compounds with drinking water.
☞ Use bucket instead of shower for bath.
☞ Learn and practise WATER HARVESTING.

ISSUED BY: MUNICIPAL COUNCIL, ABC CITY

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