A poster is any piece of printed paper designed to be attached to a wall or vertical surface. Typically posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Posters are designed to be both eye-catching and convey information. Posters may be used for many purposes. They are a frequent tool of advertisements (particularly of events, musicians and films), social awareness activists and other groups trying to communicate a message. Posters are also used for reproductions of art work particularly famous works, and are generally low-cost compared to original art work. Another type of poster is the educational poster, which may be about a particular subject for educational purposes.

Important Points to Remember: Layout: A creative title in the form of a slogan or rhyming words for Example: - Speed thrills but kills, Pollution needs a Solution, Green is Clean.

You can use Match Stick figures for illustration. Use proper spacing and proportionate headings and illustrations. Date, time and venue must be mentioned in case of an event. A poster displays a message, or an appeal to create awareness. The content should be organized in an appropriate style. Use appropriate expressions and correct language. Theme should be clear. The poster should be creative and related to the content and theme should not be vague. Do not spend much time on illustration. Written language and expressions will only help you score better. Name of the issuing authority or the organizers is a must.

SAMPLE: Design a poster creating awareness about eradicating polio from the world. Provide the necessary details.
Design a poster giving information about a book exhibition cum sale to be displayed very soon in your town.

Sample: Design a poster.
Sample: Design a poster.

**WARNING! WARNING! WARNING!**

**EARTHQUAKES**
The Deadliest Hidden Enemies of Man.

*You Cannot Stop them; You cannot foretell them*
*But when they come, what should be done?*

- Take refuge in a corner of the room where you are.
- Keep away from a building if you are outside in open.
- If you are sitting at a table, immediately get under it.
- Don’t panic and have patience.
- Keep away from electrical poles or live wires.

Issued in public interest by: Lion Club, Sardar Patel Road, Bathinda.

Sample: Design a Poster.

--- Get Out And ---

**Vote!**

for

**Rahul Singh**

Only Who Deserves Your Vote & Support

As

**PRESIDENT**

(Student’s Council)

A true friend, Fine Orator, Good Sportsman, Intelligent, Supportive, Resourceful, and above all a good worker for student’s welfare.
Sample: Design a Poster.

DONATE YOUR EYES
FOR
THE BLIND
AND
HELP THEM SEE THE WORLD
Thus
Your Eyes will see
even after
you will be no more
For More Information: Contact your nearest Eye bank / Eye Specialist.

Practice Questions

Q1. Public taps are always faulty and a lot of water is wasted. Design a poster in not more than 50 words to make people aware of the need for saving water. You are Swati/Sunny.

Q2. As an educationist, you have noticed that the present generation has lost the habit of reading. Design a poster in not more than 50 words highlighting the importance of reading and the value of books.