

CLASS XII

POSTERS

What is a Poster ?

- A poster is a card or placard carrying some **announcement, advertisement, etc**
- A good poster at once **catches the attention** of the passers-by.
- It can be used to **promote a product, event, sentiment** (such as patriotism), or addiction, etc.
- Having **striking design**
- Have **ornate artwork**

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.

Exhibition Cum Sale !



- ❖ Novels
- ❖ Biographies
- ❖ Magazines
- ❖ Famous Articles & Many more.....

45, Preet Vihar, New Delhi-76.

Are books your best friends?

Then
Come And Enjoy The Company.

AUGUST 15 TO SEPTEMBER 15
10 a.m. to 8 p.m.



Discount up to 60%

☐ You can also order for books and get delivered at your residential address.

Sample : Design a poster.

Don't You Know ?

Colours Change Life

Go for a Change
&
Paint your sweet home
With
Berger Paints

And
Take rest for the rest of your life

- Cost effective & more productive
- Washable Distemper/Oil paints
 - Available in 42 shades
- Environment friendly chemicals
 - Protects from pests
 - Bulk /Economy packs

Issued By: The sales Dealer, Berger Paints, Big Market, New Delhi.

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.



Let Your Voice be Heard
--- 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.



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.
