



INDIAN SCHOOL MUSCAT
SENIOR SECTION

DEPARTMENT OF ENGLISH
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.

ERADICATE POLIO FROM THE WORLD

08th August 2010

If you want your children to be smiling...

Bring your child to the polio booth and give a happy future.

Visit The Nearest Health Camp.

✦ Promoted by the health corporation of India.

> Tasty
 > Effective
 > Works fast
 > Prevents Polio

Pulse Polio Day






Design a poster giving information about a book exhibition cum sale to be displayed very soon in your town.

Are books your best friends?

Then Come And Enjoy The Company.

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

Exhibition Cum Sale!

Discount up to 60%

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

45, Preet Vihar, New Delhi-76.

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





Sample : Design a poster.

PLANT TREES & LIVE LONGER

Join

TREE PLANTATION CAMPAIGN

ON
SUNDAY, 5 OCTOBER 20XX
at 9 a.m.

ADARSH SR. SEC. SCHOOL, JODHPUR



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.**

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.

Q3. Write out a poster to announce sale of old sports goods. Imagine yourself as the sports secretary.