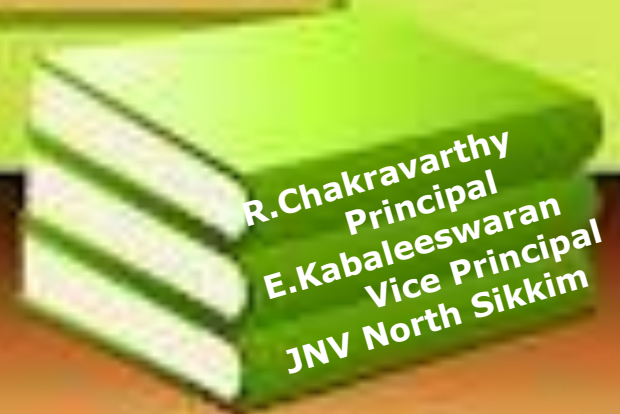




ADVANCED WRITING SKILLS



R.Chakravarthy
Principal
E.Kabaleeswaran
Vice Principal
JNV North Sikkim



Designing & Drafting Posters

Background Information

Construction/Building of Theoretical
&
Conceptual Knowledge



WHAT IS A POSTER

WALL POSTER ?



Simple General Idea/Definition

*Only a Colorful Display
with*

*A Message to Convey or Pass On A Large
Mass Audience*

*Together With Supporting
illustrations, Graphics, Diagrams,
Sketches, Pictures (May be Stick
form/Funny, Caricature, Sketch
Cartoon Like...)*

*An Effective Medium of Mass
Communication*

*Displayed on Notice Boards/ Glued
(Pasted) On Walls etc.,*





C. W. Ad. Vs Poster (Difference)

Classified Word Advt.

Prosaic in Style, Dull, Not Colorful (Only Black & White), Not Attractive, Uninteresting, absolutely No Scope for Creativity. Very Compact in Form and Clear Cut in its Message which is more or less in grammatical phrases or sentences. Every Word employed is Valuable, so apt and precise words are chosen to frame the advt.

Posters

Colorful, Message Not in Sentences, Only in slogans or Catchy/Rhyming Phrases. Interplay of Words or a Pun renders it more charm. Striking Caption and Attractive Get Up. It Contains Communicative & Illustrative Supporting Pictures, Diagrams , Sketches.



Main Purpose & Objective

- **To Capture the Viewer's /Reader's/Onlooker's/ Passer-by's Attention.**
- **Contains Overall or Corner Designs.**
- **The Very Presentation Sells the Product, Service, Pulls the Audience to the Show.**





Continues

- *It Spreads the Message of an Ongoing Programme : Fun Fair, Fete, Exhibition Cum Sales, Carnival, Film, Drama, Magical Show, Circus & Charity Shows.*
- *Government, Educational Institutions, NGOs & Other Vital Establishments : For Dissemination of Message/ To Get Across Its Message on Health, Agricultural Practices, Public Welfare Schemes, Policies, Literacy, Family Plan, Social Issues & Awareness Programs (RTE, RTI, Dowry, Women's Empowerment, Child Labor, J.J.Act. Girls' Education, Insurance, Environment etc., etc.)*



Major Advantage Over C. W. Advt.

- Visual Appeal to the Masses.
- Even If ILLITERATE the People Get the Import of the Message through the Design & Figures that Feature in the Posters.



Board Exam Orientation

- Four Important Components & Parts of A Poster:
 - Heading or Caption (1 M)
 - Slogans/Catchy – Rhyming but Meaningful & Interesting Phrases (2m)
 - Communicative & Relevant Pictures, Figs/Sketches, Stick Diagrams, Designs (1m)
 - Source of Authority Issuing the Poster/Department/Ministry etc., (1m)



Additional Tips

- ✓ Caption /Heading Must Be in Bold Letters (Maximum 4 Words Only). Fully Informative, Eye Catching & Attractive .
- ✓ In case of Film, Charity Shows, Magic Show etc., Mention Venue, Denomination of Tickets, Timings of the Show, Purpose etc., apart from other details.
- ✓ Slogans must be Very Short & Meaningful with Relevance to the Theme /Message Disseminated.
- ✓ Make It Colorful. (Use of Color (Non-Spreading) Allowed)
- ✓ Draw Corner or Overall Background Designs.



SAMPLE POSTER - 1



Students of JNV Phodong
Present
TUGLAQ
A Play By
Girish Karnad at
B K Auditorium
On
13th ,14th & 15th Dec. 2013
From 6.30 p.m.
Tickets ₹ 10/- - ₹ 25/-
Available at VTI &
Spencers
(also at School Office)

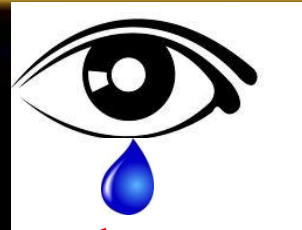
SAMPLE POSTER - 2

An Appeal !

Heading

Donate Liberally !
To the suffering lot in Uttarakhand !
Ravaged by recent Floods !

Slogans



Illustration



Source of Authority

INDIAN RED CROSS

Some Useful Slogans for Environment(Theme) Posters



Sample Poster - Wild Life Conservation



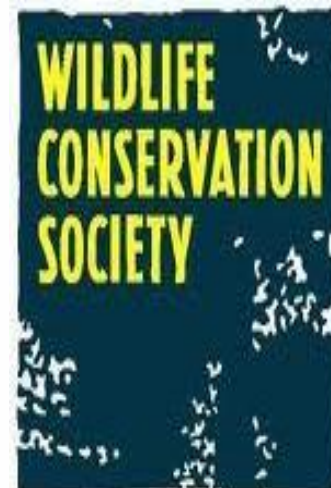
A voice for those who can't
speak - the plight of endangered
animals!



Issued in Public Interest
By

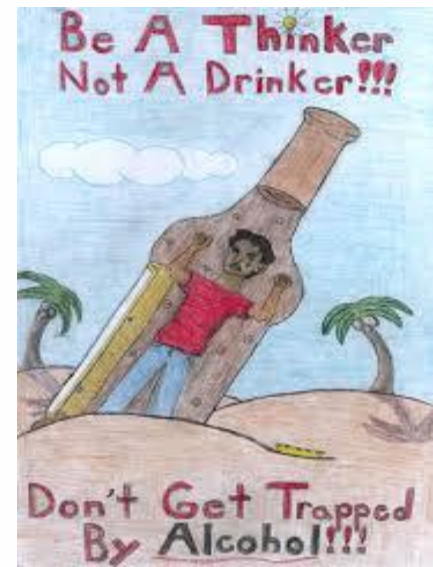
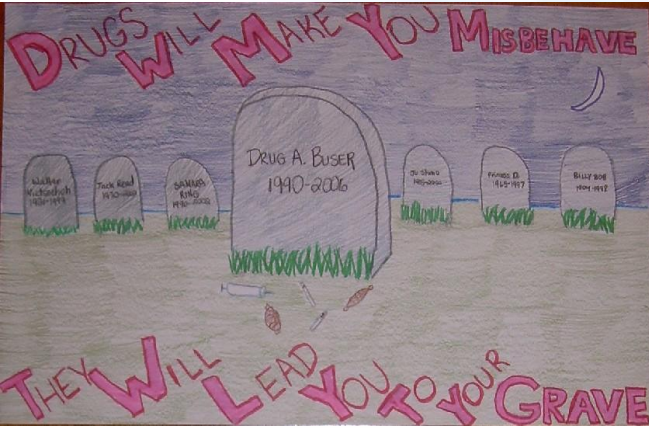


STOP THE BLOODY IVORY TRADE
Extinction is forever...





DRUG ADDICTION - AWARENESS



Issued in Public Interest
By
Anti-Drug Squad
Govt. Of India



Typical CBSE Board Question (Poster)



On the Occasion of World Heritage Day Design a Poster Highlighting the Need to Preserve the Monuments of Our Country. You are Aman/Amina, the President of Your School Social Science Club. (word limit 50).



Do you have any questions?

Thank you!