**Poster Writing**

A poster is meant to convey some important information to a large number of people. It is a means of advertising or publicising something on a large scale. It has to be attractive and eye-catching, preferably with illustrations.

**Format:**

There are mainly two types of posters—

a. ones which create awareness (for example, the importance of trees, the need to follow safety rules, consumer rights, etc)

b. ones which announce an event (for example, a fete, a blood donation camp, literacy week, etc)

For both the types—

- Give the poster an appropriate title.
- Use short and catchy phrases.
- Vary the font style and size.
- Add simple drawings and illustrations.
- Mention the name of the organisation issuing the poster.
- Present the poster within a box.

For the second type—

- Announce the event.
- Mention the venue, the date and the time of the event.
- Provide any other relevant information.

**Points to remember:**

- It should be visually very attractive.
- A powerful message should be stated in only a few words.
- The theme or the topic should be clear.
- A message of appeal, awareness, caution, warning should be clear and precise.
- The name of the organisation/individual issuing it should be mentioned.
- Any style or size of the letters can be used.
- An eye-catching title should be given.

**Marking scheme**

<table>
<thead>
<tr>
<th>Title</th>
<th>—</th>
<th>½ mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractiveness</td>
<td>—</td>
<td>1 mark</td>
</tr>
</tbody>
</table>
Sample posters:


   Prevent HIV/AIDS

   Dispelling Some Myths!
   - It is contagious
   - It spreads through touch

   Entrenching Some Facts!
   - It spreads by exchange of body fluids
   - Do not fear AIDS

   Prevent ‘AIDS’ by using disposable syringes and educating yourself about it.

   Issued by
   Ministry of Health and Public Health
   Government of India

2. Your school is organising a ‘Book Week’ in the school premises. Make a request to the students to donate used books for the school library. Add catchy slogans.

   Books! Books! Books!
   Donate Books for a Good Cause
   *Read them!* *Make them your pals!*
   *Don’t destroy them!* *Cherish them!*
   *Keep them for posterity!*

   *The school Library Beckons you*
   *To let everyone meet your friend*
   *(The book)*

   Contact:
   President, Book Club,
   ST JOHN’S SCHOOL
3. Make a ‘Wanted’ poster for James Carvalho’s murderer who is absconding. Include a suitable description of him.

WANTED

Jack the Ripper

Last seen around Southall, London. Round face, balding and unshaven. Big bulbous red eyes. A hooked nose and crooked stained teeth. Suitable reward will be given to the person offering any information leading to his capture.

Dangerous and Armed
So Beware!

Contact: SHO
Park Avenue
LONDON-11026

4. The head boy of your school has to be selected, and candidates in the running are canvassing whole heartedly around the school premises. You are one of the candidates. Draft a poster for your publicity. Add catchy slogans.

YOUR NEW HEAD BOY
RAHUL MAHAJAN

VOTE FOR ME
THAT’S ME

I Promise to
- Be your friend
- Allow 5 free periods a day
- 4 holidays a week
- Spectacular results
- Free food from the canteen

I NEED YOUR PRECIOUS VOTE TO WIN!

5. Design a poster to announce a Diwali Mela being organised by the Residents’ Welfare Association of your colony. There will be food stalls, games stalls, stalls selling items from CDs and cassettes to handicrafts.
COME ONE COME ALL!!
THE RESIDENTS’ WELFARE ASSOCIATION
SUNSHINE COLONY
IS ORGANISING
A
DIWALI MELA
AT
THE RAM MANDIR PARK
ON
SUNDAY 24 OCTOBER
FROM 4 PM TO 9 PM
CDs and cassettes for music lovers! Joy rides for tiny tots! Discounts for senior citizens! Lucky dip prizes! Games for the young at heart! Mouth watering snacks! Handicraft items!
ENTRY IS FREE
JUST PAY FOR THE TREAT
HAPPY DIWALI
Residents’ Welfare Association
Green Park

6. Design a poster to make young people aware of the dangers of using drugs—even once.

DRUGS KILL PEOPLE!
DRUGS BREAK UP FAMILIES!
DRUGS RUIN CAREERS!
YOU DON’T NEED DRUGS
To pass exams
To appear ‘cool’ in front of your friends
To be successful in life
YOU ARE THE BEST JUST AS YOU ARE
AVOID DRUGS TODAY AND EVERYDAY!!
Issued in public interest by
PARIVARTAN
(A drug education society)
Worksheet 13

1. The tiger population in our natural reserves is dwindling day by day. Draft a poster with the theme ‘Save the Tiger’ for the ‘Tiger Week’ to be observed by an NGO of your town.

2. Draft a poster on ‘Water Conservation Day’, 7 October, making the people aware of the need to preserve water and to use it judiciously as the water table levels are going down day by day.

3. Draft a poster for measures to prevent cruelty to animals. You are a member of the PFA group.

4. Draft a thought-provoking poster dissuading people from using polybags and emphasising the importance of using bio-degradable products.

5. The Lions Club and the Polo Club are jointly organising a Horse Show at the Red Fort Maidan on 24 and 24 January from 3 pm to 6 pm. There will be a mini steeplechase, a friendly polo match, an exhibition of different breeds of horses and much more. Design a poster announcing the event and mentioning other details including the rate of tickets.

6. Very often we feel that the vegetable-seller is not giving us the correct amount of goods for the money that we are paying him; or the auto rickshaw driver is not going by the meter and is charging us more; or may be a pressure cooker or an AC that you bought turns out to be defective yet the retailer is not willing to exchange it. In such cases one can turn to the Consumers’ Forum for help. Design an attractive poster informing the public about this facility.

7. Traffic jams, tragic accidents on the road, drivers coming to blows over the right of way seem to have become a part of our lives. But traffic rules like crossing the road only at the zebra line, slowing down in front of a school, not using the cell phone or drinking alcohol while driving not only ensure a smooth flow of traffic but also protect our lives. A poster-making competition has been announced by the Delhi Traffic Police during ‘Traffic Week’ to make the public aware of the wisdom of obeying traffic rules. Prepare a poster to be submitted in the competition.

8. Your school is organising a blood donation camp on Sunday. The blood donated by the citizens will be used to build up the reserves in the blood banks, so that patients who need blood immediately do not have to wait at the risk of their lives till a suitable donor is found. Design a poster to be put up in your school and in all the nearby colonies, so that more people may be motivated to donate their blood.
Additional questions for practice

1. The Residents’ Welfare Association of Sunny Valley is organising a nine-day long Garba festival in the Central Park to celebrate Navratri. The occasion is being projected as ‘the longest dance festival’. The organisers plan to make it a colourful and magical event. For security reasons, entry will be strictly on invitation. Design a poster giving details of the programme.

2. FRIENDS, a non-government organisation, working for underprivileged children, is organising a two-day Children’s Festival. Events arranged for children include mask making, salad making, recitation and mono acting workshops. The highlight of the event is a puppet show. The festival is open to children in the age group of four to sixteen. Special invitees will be the children of Sholapur village. Design a poster giving details of the event.

3. Maganlal Uppal, the owner of a garments shop in Karol Bagh, New Delhi, wants to hold a sale during the festive season of Durga Puja and Diwali. With the help of the ideas given here and your own, design a poster for him.

Sale of ethnic and contemporary clothing for men, women and kids—up to 50% off—limited stock—sarees, ladies’ suits, shirts, men’s suits and sherwanis—huge discount on kids wear—trial and alteration facilities available

4. You are the owner of an art gallery in New Delhi. You plan to hold an exhibition-cum-sale of the art works of a few contemporary artists at your gallery. The exhibition-cum-sale will be held on 6 and 7 October 2007 from 11am to 7pm. Oil and water colour paintings and sculptures created by these artists will be on display. Design a poster with the purpose of advertising the event.

5. You own a holiday resort in Goa. You plan to offer a range of special discounts during the holiday season. Design a poster to be printed in newspapers and magazines highlighting the various schemes to attract prospective guests. The schemes include:

- a special package deal for three nights and four days
- the fourth night is complimentary (only on room basis)
- no charge for two children below 10 years in a single family
- free transportation to and from the airport
- half day sight-seeing and a boat cruise
- free summer camp for kids
- ‘eat as much as you can’ buffet system for breakfast
- special price offer of Rs 9499

Do not forget to add that conditions apply for all these schemes and that taxes are extra. Also provide the telephone numbers and the email address of your hotel.