



Learning Outcomes

- Students will learn the components of an effective poster (heading, slogans, visuals).
- They will identify the purpose and target audience of posters.
- They will create attractive and meaningful posters.

What is a Poster?

Making posters is a great way to give a message or information. A poster combines visual art with creative writing. The visual attracts the readers attention.

Look at the following poster:

1. The word COVID - 19 printed in large, bold letters along with the pictures of it convey what this poster is about.
2. The poster carries slogans that are given clearly and precisely:
Wear Masks, Cleaning Hands, Temperature Check, Social distancing.
3. The poster mentions ways to keep you safe from Covid-19.
4. The poster has an interesting layout. It is an extremely well-made poster.
5. The logos and the name of the issuing authority are given at the bottom.

Characteristics of a Good Poster

- ✗ State the theme clearly and precisely.
- ✗ Proper spacing and proportionate headings and illustration.
- ✗ A message or slogan to create awareness.
- ✗ Appropriate expressions and correct languages.
- ✗ Pencil sketches for illustration.
- ✗ Name of the authority or the organisers.



Now design posters on the following topics:

1. Design a poster on 'Stop Child Labour' on behalf of a child welfare organisation. Provide relevant information.
2. Design a poster on 'Girl Education and its Importance' on behalf of an NGO. Provide relevant information.