

A poster is an essential medium to make an appeal or announcement, issue a notice, aware the people on any issue of public welfare. A poster should be visually attractive and should be prepared targeting a particular type of audience. Posters may be all text or graphics.

Topic Notes

- Marking Scheme
- Structure
- Purpose of Creating Posters



A poster is a medium of advertising used for the promotion of an idea, product, or an event by means of visual representation. They play a temporary purpose that of creating awareness and that makes them quite 'short-dated'. Posters are used during public awareness drives, or events organised in public interest or employed for political announcements or propaganda.

Posters have the distinct advantage of being inexpensive in comparison to other mass media which serve the same purpose. One of the striking features of posters is that they mostly combine both graphical as well as textual elements.

There are no hard and fast rules regarding poster writing/designing. The reason is that they are a more creative form. However, there are certain guidelines and pointers which a student should bear in mind when attempting a question on Poster Drafting/Designing in the CBSE Examination.

Marking Scheme

As per the latest CBSE pattern, 1 questions will be asked on poster drafting for 3 marks (with internal choice). The marks breakdown as per the latest CBSE syllabus is as follow:

Layout (1 mark)

- The layout should be visually attractive.
- The title should be catchy and attractive.
- Use of slogans and jingles enhance its effect.
- A simple drawing gives it the desired focus.
- An intelligent use of various fonts of different sizes and shapes will keep the poster interesting.

Content (1 mark)

- It is the overall theme or subject of the poster.
- Gives the various details associated with the theme.

- Necessary details such as time, date and venue (for an event) become part of it.
- It also has name(s) of issuing authority/organisation, etc.

Expression (1 mark)

- It signifies the usage of phrases, slogans and persuasive language.
- Originality in terms of content and design.
- Overall organisation and intelligent placement of the matter.
- Observe the word limit (usually 50).
- The overall quality of writing is judged to decide if the final 1 mark should be given or not.
- Grammatical accuracy and correct spellings are necessary to score full marks.

Structure



Purpose of Creating Posters

A poster may be created to serve one or more of the following purposes:

- To announce an event such as an exhibition, seminar, workshop, fair, cultural fest, fete, etc.
- To impact public opinion in favour or against an issue, a political party, an action, a habit, a social norm, etc.
- To promote a product or service with an intent to sell.



Technique

- A poster for an event must include crucial details such as purpose, date, time, venue, highlights of event, entry tickets/passes and name/s of organisers.
- A poster for creating awareness must include an issue about which the awareness is being created, consequences of the issue, the action recommended to be taken, name of issuing authority and other relevant information.
- One prime factor that guides all poster drafting is their ability to attract attention. There are multiple ways to do this. These include a catchy slogan using rhyming words, bright artwork and the use of eye-catching colours and fonts.
- Proportionate use of blank space vis-à-vis text and illustrations, with regards to size as well as placement should be given due importance. Less is usually more in poster writing.
- In case of a poster carrying a message for increasing public awareness about an issue, the name of the issuing authority must be mentioned.
- Correct language and usage of appropriate words in a sufficiently large, preferably capital font, is a must. The choice of words must be precise and captivating.
- The poster should convey at one glance, the theme, the purpose and the message it intends to communicate. Due to the paucity of space (and word limit in case of the exam), the textual content in a poster must be kept to the point.
- The choice of artwork being employed must be universally understood; for a poster announcing a health camp, a cross sign is most aptly used. When intending to denote 'say no/ban/do not' the prohibition symbol may be employed. Illustration of a tap or a water drop to denote messages pertaining to water conservation may be used. Blurbs of varying shapes, containing letters in varying fonts too make for effective communication of message. There is no sacrosanct rule about whether a poster should be text heavy or illustration heavy. The choice is clearly dependent on factors such as message, the intended consumer of the message, placement of poster, etc.

Example:

The poster shown below highlights the importance of water in current times and in the times to come. It also suggests ways to conserve it as a resource. The reference to it as Blue Gold is a good way of emphasising its importance as well as its preciousness.



QUESTIONS

1. You are going to contest the elections for the post of the President of the Students' Council of your school. Design a poster in not more than 50 words for your voters, impressing upon them why they should vote for you. You may use slogans.

Ans.

VOTE & SUPPORT

YOUR TRUSTED CANDIDATE

Kaustubh Dev

President Students' Council

Congenial Environment

Better on-campus Security

Improved Canteen Facilities

Latest Lab Facilities

Prompt Grievance Redressal

2. You are Vinayak/Revati from the Green School, Thoothukudi. You read an article about the proposed garbage segregation programme in the neighbourhood, that is set to begin next week. You decide to make a poster telling your neighbourhood about the programme and the value of garbage segregation. Draft the poster to be put in your neighbourhood. (50 words)

Ans.

GARBAGE SEGREGATION

TO PROTECT THE ENVIRONMENT, IT IS CRUCIAL TO HAVE KNOWLEDGE OF WHERE EACH FORM OF TRASH SHOULD BE DUMPED.

Organic waste can be composted

Waste to landfill site should be reduced considerably

Plastic, paper and metal can be reused and sold to scrap dealers for recycling

By- Vinayak
Green School, Thoothukudi



3. A women safety week is being organised by Delhi Police to create awareness among women about the ways to stay safe and details of the helpline numbers are available for them to seek help in case of an emergency. Design a poster for the event.

Ans.

WOMEN SAFETY WEEK

Organised by
DELHI POLICE

To encourage women to learn self defense

- One on one classes on self defense
- Seminars on special awareness
- Group discussions
- How to use day to day items to attack and defend yourself

HELP LINE No. : 96587XXXX

Issued by : Delhi Police

4. The Tourism Department of the Government of Himachal Pradesh is promoting tourism in the state. As a part of this drive, they are developing adventure sports at certain locations. Prepare a poster for display at important public places as well as for being published in newspapers, highlighting these activities.

Ans.

Himachal Pradesh Tourism Department

presents **World Class Adventure Sports**
At Kullu, Shimla & Manali

- Trekking
- Paragliding
- Heli-Skiing
- Camping
- Bungee Jumping

Contact for more information : 98988511223

5. As the President of the WeCare4U NGO of Indore, design a poster to encourage optimum public participation in the pulse polio immunization drive for children.

Ans.

WeCare4U

The Vaccination is Free

Is organising

PULSE POLIO IMMUNIZATION DRIVE

from **The 24th - 31st April 20XX**

- Polio can cripple even the fittest
- The best defense is vaccination

Visit the local health department/clinic
Contact info : 97453XXXX
Issued by : WeCare4U (NGO)

6. Publicly we proclaim that dowry is an evil. Privately we want our sons to fetch good dowries. Right from our school days, we should be taught that demanding and even giving dowry is not only illegal but immoral too. Draw a poster in about 50 words highlighting dowry as a curse. You are Vikram/ Sonia.

Ans.

DOWRY A SOCIAL EVIL

!!say NO to dowry!!

Dowry is a punishable offence
Don't sell your daughters for dowry
Marriage is not a deal

Break the Shackles of Dowry

By - Sonia

7. Design a poster for a 'Musical Evening' that the Music Club of your school is organising to collect funds for those affected by Cyclone Nisarga.

Ans.

St. George Public School Music Club
is organising a **Fund Raising Event** for the
CYCLONE NISARGA affected people
on the **15th of March 20XX at 7 p.m.**
at
The Akshara Theatre

Come & Contribute
Let music heal the heart

TICKETS
Rs. 500 onwards

8. Fireworks and crackers are known to create pollution during festivals. As an environmentalist, design a poster in about 50 words to create awareness of their ill effects. [CBSE 2015]

Ans.

SAY NO TO CRACKERS

DEEPAWALI IS A FESTIVAL OF LIGHTS AND ELATION
LET'S NOT MAKE IT A FESTIVAL OF POLLUTION

- CAUSE EXTREME NOISE POLLUTION
- CAN SCARE ANIMALS
- MAY CAUSE FIRE ACCIDENTS
- CAUSE AIR POLLUTION
- ARE DETRIMENTAL TO HEALTH IN MANY WAYS

Let's not damage our mother nature with the toxic smoke of crackers.
LET THERE BE NO CRACKERS AND ONLY LIGHT ON DIWALI NIGHT

9. Draft a suitable poster for COVID APPROPRIATE BEHAVIOUR (CAB) on behalf of Health Department. Do not exceed the word limit of 50 words. [Delhi Gov. Term - 2 SQP 2022]

Ans.


COVID APPROPRIATE BEHAVIOUR


PROTECT YOURSELF & YOUR LOVED ONES


FROM COVID-19


PREVENTION IS BETTER THAN CURE

- Wash Your Hands Thoroughly/Sanitize
- Avoid Contact With Animals
- Avoid Touching Eyes/Mouth/Nose
- Maintain Social Distancing
- Wear Mask to Cover Nose and Mouth
- Cook Food Thoroughly









Disease Prevention



← 6 feet →

Maintain Social Distancing

Issued By: Health Department


10. Design a poster encouraging the youth to join the defence services. (50 words)

Ans.


YOU CAN SERVE THE NATION

by

JOINING THE ARMED FORCES




AIR FORCE
DEFENDS
THE AIR
BORDERS




JOIN THE
FORCES AND
BECOME A
SHIELD

ARMY
DEFENDS
THE
BORDER
AND
LANDS



NAVY
DEFENDS
THE SEA
BORDERS



NOT A
CAREER
BUT A WAY
OF LIFE

MAKE THE NATION STRONGER AND SAFER

