

Poster Writing Format, Examples, Samples, Topics

◆ When and where we use posters?

Posters are used for giving information to a large group of people. A poster is not printed in a newspaper, but, like a notice, is put in a public place where many people can see it. Posters are used for giving information/publicity to cultural events. They are also used by the government, municipal authorities or NGOs to educate the common public about important issues.

● Main Features of a Poster:

(a) Layout

- visually
- catchy title
- sketch or simple visuals
- fonts of different shapes and sizes

(b) Content

- theme/subject
- description/details related to the theme
- essential details, for example, date, time, venue
- names, i.e., issuing authority, organisers

(c) Expression

- organising and sequencing of content
- appropriate language
- creativity (language and design)

Posters recreate the basic moods and styles of three modes of communication, i.e., notices, advertisements, and invitations. They should, thus, be so designed so as to captivate the onlookers. To achieve this, the poster must use bold and capital letters, striking designs. Catchy phrases and slogans are the lifeline of posters.

Posters can broadly be classified into the following categories:



- cultural show/exhibition/seminar/workshop/fair/fete etc.
- educational and student's activities
- social theme/problems
- general

Question 1.

Prepare a poster to be put in the school entrance lobby announcing the Annual Athletic Meet of your school.

Answer:

Vidya Niketan
WELCOMES YOU TO
The Annual Athletic Meet
Chief Guest
Shri Sushil Kumar, Olympian
 The Meet begins sharp at 9 a.m.
Wrestling champion will arrive at 8:55 a.m.

The Programme

1. Junior and Senior Athletic Events
2. Drill display

Question 2.

Prepare a poster on behalf of the Municipal Authority of your city informing the citizens about how to protect themselves against mosquitoes.


Answer:

Fight the Mosquito

○ Mosquitoes cause malaria, dengue and chikungunya.
 ○ Do not allow mosquitoes to breed in your house/neighbourhood.

Don't

- ☞ allow water to collect in pans, coolers, pits
- ☞ allow garbage to accumulate in the streets, parks



Do

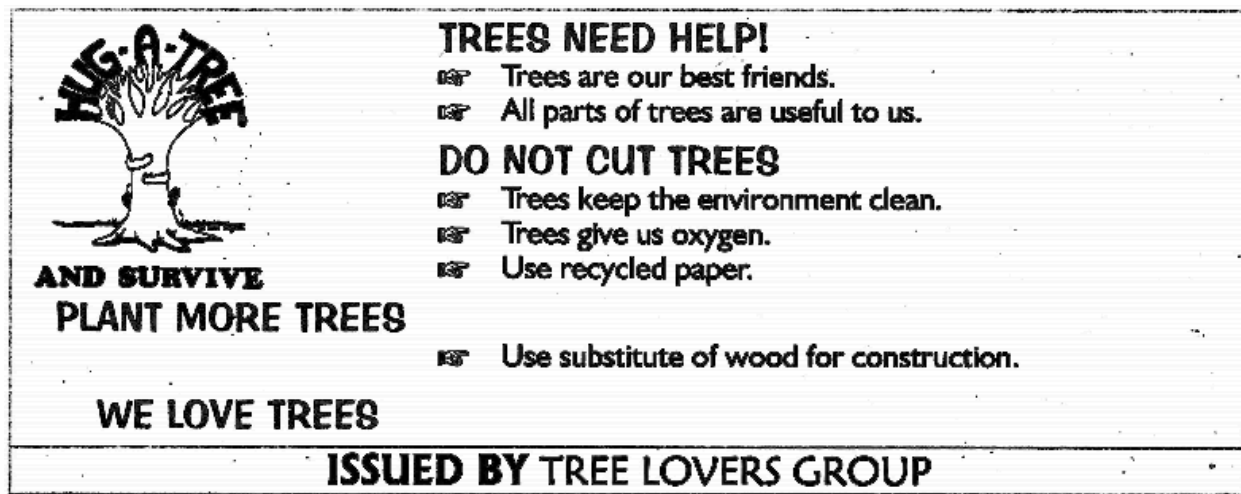
- ☞ Spray insecticides
- ☞ Open windows when the municipal vans come for fogging
- ☞ Wear full-sleeve clothes and trousers

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Question 3.

Prepare a poster on behalf of an NGO to be placed in various parts of the city urging the people to save trees.

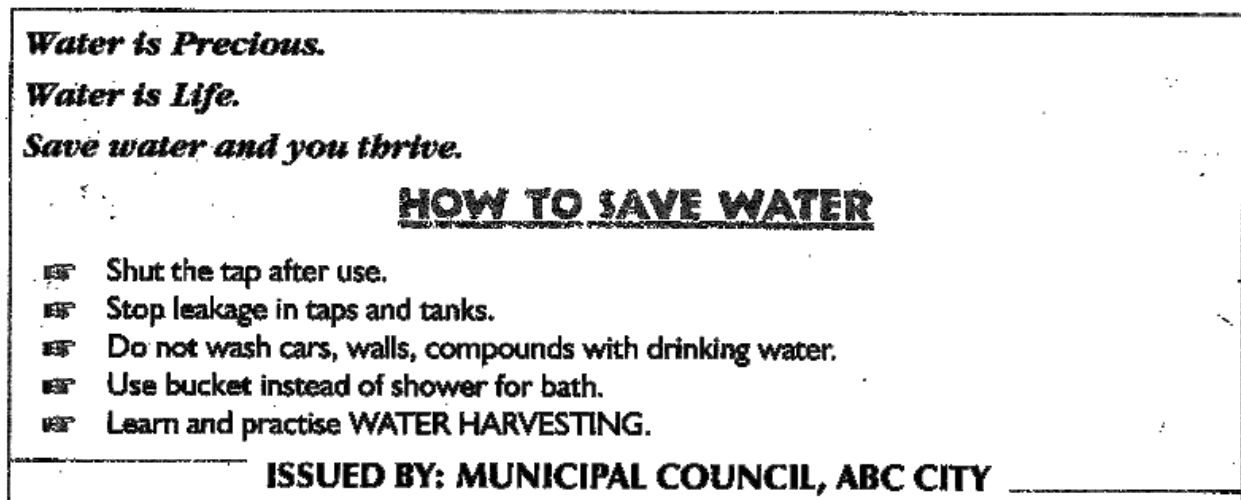
Answer:



Question 4.

Prepare a poster on behalf of the Municipal Authority of your city advising citizens on ways to save water.

Answer:



Question 5.

Prepare a poster on behalf of the police advising people to protect themselves against burglars and robbers.

Answer:

KEEP ROBBERS AND BURGLARS AWAY

- ☛ Do not carry large amount of cash and jewellery.
- ☛ Don't show off your wealth and expensive possessions.
- ☛ Register the domestic help with your local police station.
- ☛ Beware of strangers and newcomers in your locality.
- ☛ Employ security guards from a reliable agency.

Commissioner of Police, ABC City

