

**ANNUAL PREPARATORY PROGRAMME FOR ENHANCEMENT IN
ACADEMICS AND REVISION (APPEAR)
CLASS XII, ENGLISH CORE - 301
MODULE - VII (WRITING POSTERS)**

Module Detail	
Subject Name	English Core
Course Name	Annual Preparatory Programme for Enhancement in Academics and Revision (APPEAR) in English for Class XII
Module Name/Title	Writing Posters
Module Id	leeg_w3
Pre-requisite	Students should have the ability to use describing words in sentences.
Learning Outcomes	<p>After carefully reading the module and doing the suggested activities, you will:</p> <ul style="list-style-type: none"> • understand what a poster is, • know the purpose of writing posters, • know the format and the essential components of a poster, and • learn to design posters for different purposes.
Keywords	Poster, format, content, expression, language, information, occasion, event

2. Development Team

Role	Name	Affiliation
National MOOC Coordinator	Prof. Amarendra P. Behera	CIET, NCERT, New Delhi
Program Coordinator	Dr. Rejaul Karim Barbhuiya	CIET, NCERT, New Delhi
Course Coordinator	Dr. Ganga Mahto	NCERT, RIE, Bhopal
Course Co-Coordinator	Ms. Heman Mehlawat	CIET, NCERT, New Delhi
Subject Matter Expert	Dr. Deepak Kumar	MANIT, Bhopal
Content Reviewer	Dr. G. Rajagopal	EFLU, Hyderabad

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INTRODUCTION

In the previous modules, we discussed how to write a notice and an advertisement. Like these two, a poster is another form of communication that aims to get your points across quickly. Let us first understand what a poster is and why we write it.

WHAT IS A POSTER?

Poster is a placard displayed in a public place announcing or advertising something. In simple words, a poster is a combination of notices, advertisements and invitations. It generally comprises both the pictorial presentation and the written content of the topic.

PURPOSE OF WRITING POSTERS

The purpose of writing a poster is to create social awareness about issues related to current problems or needs. It also extends public invitations and displays notices. You must have noticed big posters in your city with some kind of social messages, like ‘plastic ban’, ‘save water’ etc.

Activity- 1

Before you proceed with this section, take a minute and make a list of events that you think will need effective posters. Write them in your notebook. Remember, there are no right or wrong answers. Here is one example for you: Staging a Theatre Play. Now think and write a few more.

a.

d.

- | | |
|---------|---------|
| b. | e. |
| c. | f. |

WRITING POSTERS

Writing a poster is not easy as it should be done in a way that attracts readers' attention, excites their imagination and influences their minds. To achieve these, you must be careful with the layout, content and expression of a poster while designing it. Let's understand these components in detail.

Layout

- Eye-catching and visually attractive
- Title: It's the title that a reader would notice first. It motivates the reader to check the poster in detail. Write a catchy and suggestive title in the form of a slogan/short verse, i.e., '*Dowry - A Social Evil and a Curse*', '*Books - Our Best Friend*', etc.
- Background and Colour: Use letters of different size and shape. You should not use dark background unless you have images and texts in the right contrast. In this case, you should keep light shades as background. Use different colours for the title and the message.
- Images/figures: You can use images to make your poster attractive but place it appropriately with the text matter. You can also make sketches or use matchstick figures. If you are making posters by hand, you can paste cut-images from newspapers and magazines to make it more appealing.

Activity-2

The details in the box below are on a poster brought out by the Delhi Police to increase vigilance against bomb explosions. Based on the details given in the box, design a poster using an impressive layout.

- Inform police immediately
 - Observe your surrounding carefully
 - Is there a bomb ticking away near you

- Remain vigilant
- If you spot any suspicious or unclaimed object
- At a crowded public place
- Dial 100
- Delhi police
- Police public cooperation for a safer Delhi
- E-mail: newdelhi-dl@nic.in

Content

The content of a poster includes

- The details associated with the theme of a poster. The details can be the message you want to convey.
- The message you want to convey
- Essential details like time, venue, date, contact information, etc. (if applicable).
- Name(s) of the issuing authority, organization, etc.

Activity-3

Reflect on some of the most creative posters that you have seen throughout your life. There must be handful ones that stick out in your brain. What makes all of those posters so memorable? Make a list of those components and write them in your notebook. Remember, there are no right or wrong answers. Think and write at least four.

- | | |
|---------|---------|
| a. | d. |
| b. | e. |
| c. | f. |

Expression

- Try various designs to see which suits your poster most.
- Underline or highlight the important words in the poster so that it can be read from distance.

- Organize the matter properly and make sure that the language used in the poster is appropriate and accurate.
- Do not use jargons or use short forms of words as they create confusion to the readers.
- Do not exceed the word limit of 50 words.

Look at the poster below designed by a fitness trainer to emphasize the importance of exercise in maintaining physical and mental fitness.

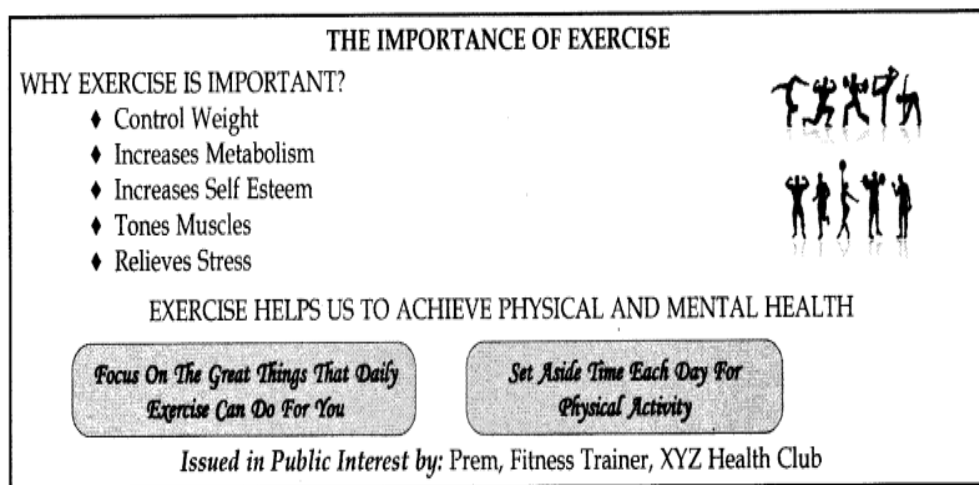


Image Source: (https://live.staticflickr.com/65535/48494599067_274553bbc1_o.png)

Activity -4

Write a list of four creative titles in the form of rhyming words. For example, “Speed thrills but kills”.

-
-
-
-

Activity-5

Read each statement given below carefully and state whether they are true or false. Tick in the relevant box.

1. Poster is a kind of public notice. True () False ()
2. Poster is a form of formal communication. True () False ()

3. A poster with short pointers and creative layout gives a clearer message. True ()
False ()
4. The name of the issuing authority in a poster is not important. True () False ()
5. The title of a poster should capture the gist of the message. True () False ()
6. Poster does not include images and matchstick figures. True () False ()
7. The title of a poster should be lengthier and difficult to understand. True () False ()
8. Creativity in terms of content and design is an important part of a poster. True ()
False ()
9. You can write a title in the form of a slogan or rhyming words. True () False ()
10. Time, date and venue must be mentioned in case of an event poster. True ()
False ()

LET US SUM UP

In this module, we have discussed the components and characteristics of posters. We have also discussed the purpose of writing posters. You have been taken through various types of activities to check your understanding of the module and finally to help you learn to design effective posters for different occasions. We hope you find the module useful and interesting.

ANSWERS

Activity-1

- a. Organising a Diwali Mela
- b. Promoting cleanliness in the surroundings
- c. Organising a school fest
- d. Awareness raising

Activity-2

<p style="text-align: center;">IS</p> <p style="text-align: center;">THERE</p> <p style="text-align: center;">A</p>

BOMB

Ticking away

NEAR YOU

OBSERVE YOUR SURROUNDING CAREFULLY

REMAIN VIGILANT

IF YOU SPOT ANY SUSPICIOUS OR UNCLAIMED OBJECT AT A

CROWDED PUBLIC PLACE

INFORM POLICE IMMEDIATELY

DIAL : 100

DELHI POLICE

Police Public Cooperation for a Safer Delhi

E-mail: newdelhi-dl@nic.in

Activity-3

- a. Creative title b. Excellent layout c. Eye-catching slogans d. Rhyming words

Activity-4

- a. Speed Thrills but Kills
- b. Night Doubles Traffic Troubles
- c. Pollution Needs a Solution
- d. Green is Clean

Activity-5

1. True 2. False 3. True 4. False 5. False 6. False 7. False 8. True 9. True 10. True

REFERENCES

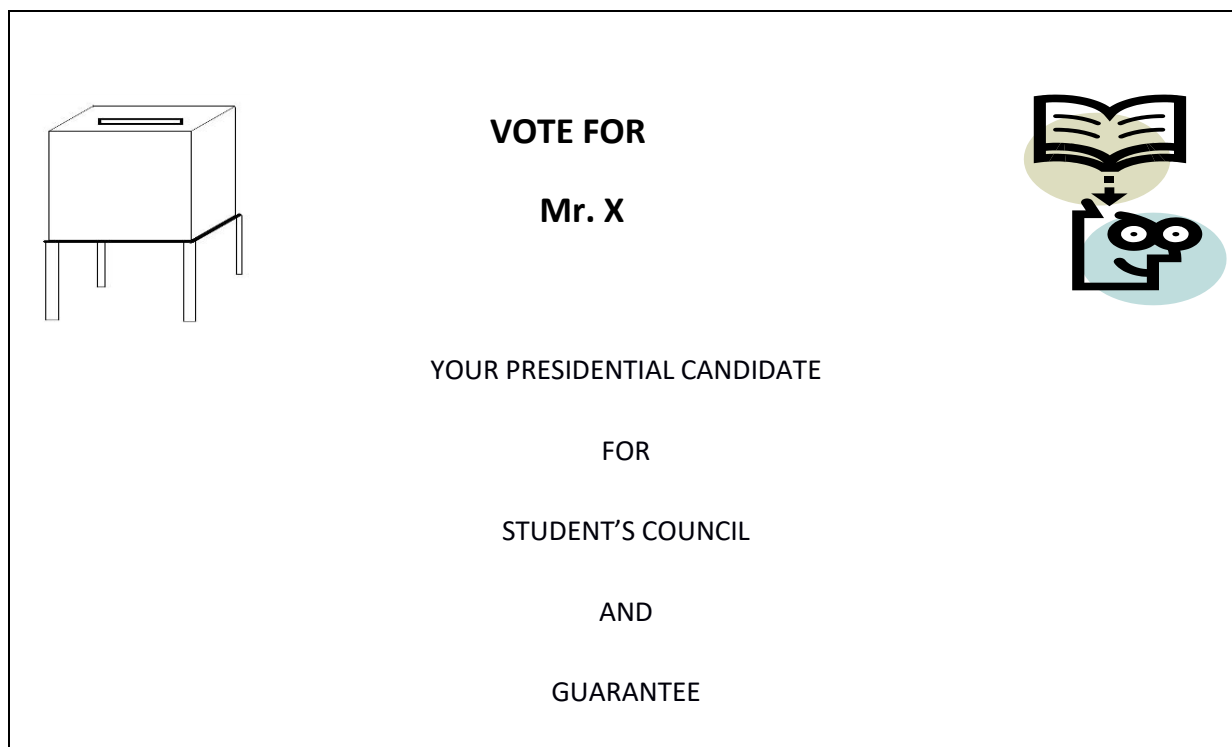
Narayanaswami, V. R. Strengthen Your Writing. 1979. Orient BlackSwan, 2005.

PRACTICE QUESTIONS

1. You are going to contest the election for the post of the President of the Students Council of your school. Design a poster to attract the voters convincing them why they should vote for you.
2. Design a poster against the bad effects of plastics on the environment.
3. Design a poster on kindness to animals to be displayed at main public places in your city.
4. Design a poster advising people to stay away from tobacco, smoking, drugs and alcohol as they lead to addiction and diseases.

PRACTICE QUESTIONS (ANSWERS)

1. You are going to contest the election for the post of the president of the student's council of your school. Design a poster to attract the voters convincing them why they should vote for you.



⦿ BETTER SPORTS FACILITIES ⦿ BETTER DISCIPLINE

⦿ IMPROVED INTERACTION WITH TEACHERS

⦿ REGULAR STUDIES ⦿ BETTER CANTEEN FACILITIES

SO

OPT FOR A FRIENDLIER PRESIDENT

YOUR OWN Mr. X

COME TO THE SCHOOL AUDITORIUM AT 9:00 A.M.

AND VOTE FOR KNOWLEDGE

2. Design a poster against the bad effects of plastics on the environment.

- NON-BIODEGRADABLE
- BURNING CAUSES AIR POLLUTION
- DUMPING POLYBAGS POLLUTES
ENVIRONMENT
- TOXIC CHEMICALS CAUSE LUNG CANCER

SAY NO TO PLASTICS

In

Instead use

- PAPER BAGS
- JUTE BAGS
- CLOTH BAGS

PROTECT ENVIRONMENT

STAY HEALTHY

ISSUED BY

PRESIDENT

ENVIRONMENT CLUB

HYDERABAD

3. Design a poster on kindness to animals to be displayed at main public places in your city.

BE HUMAN

BE KIND

BE KIND TO ANIMALS

THEY GIVE US SO MUCH

THEY CANNOT SPEAK

BUT THEY FEEL PAIN

AS MUCH AS WE DO

SO THAT YOU ARE

A HUMAN AND

NOT A BEAST

DO'S

- *Take an injured animal to hospital
- *Give water and food
- * Check others from being cruel and inhuman
- *Be vegetarian
- * Be kind to beasts of burden

DONT'S

- * Tease stray animals
- * Keep birds in cage

Remember animals are an integral part of our ecological cycle.

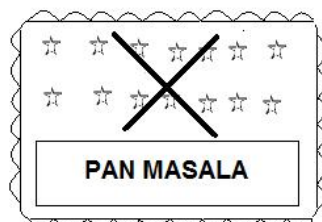
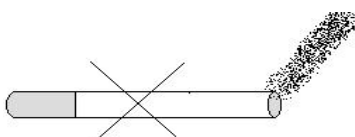
They add beauty and variety to our earth

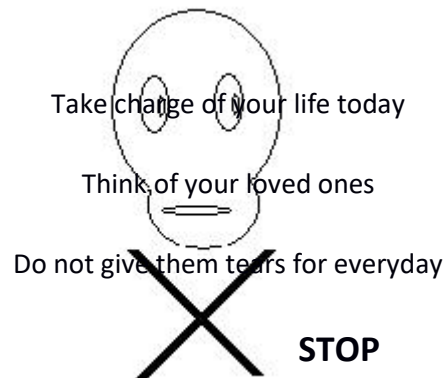
ISSUED IN PUBLIC INTEREST BY WORLD WILDLIFE FUND

4. Design a poster advising people to stay away from alcohol, tobacco, smoking, and drugs as they lead to addiction and diseases.

"SAY NO"....

TO, ALCOHOL, TOBACCO, DRUGS, AND CIGARETTES LET THEM NOT TAKE YOUR LIFE AWAY THINK OF
THE PRICE YOU PAY GIVE YOURSELF A NEW DAY





IT LEADS TO

*LUNG CANCER

*ORAL CANCER

*ASTHMA

*HEART FAILURE

*DEATH

*SMOKING

*DRINKING

*TAKING DRUGS

*CHEWING TOBACCO

ISSUED IN PUBLIC INTEREST BY PUBLIC FORUM ANTI-ADDICTION