

## CHAPTER 01

# Posters

## In this Chapter...

- Types of Posters
- Sample Posters
- Chapter Practice

A poster is a very useful means of making an announcement or appeal, issuing a notice, advertising a product or bringing about awareness on any issue of public interest. Essentially a very brief communication with a powerful visual and message, a poster is always prepared with a particular target audience in mind. It very clearly mentions the theme or the topic, the schedule of an event and the occasion for it. The poster should be clear in communicating the intended message in an easily readable manner. It has to be captivating, attractive and persuasive so as to influence a large number of people.

They are extensively used by NGO's, political parties, government departments, etc.

## Types of Posters

There are two types of posters

### A. For Awareness of a Social Problem

- Details associated with the theme
- Solution to the problem
- Effect of the problem
- Any additional useful information

### B. For an Event


- Name of the event
- Date/ time/ venue
- Highlights of the event
- Purpose
- Entry tickets/ passes
- Any other relevant information

#### Points to be Kept in Mind

- A poster is designed to be put up at a public place, so it should be designed in such a way that it **catches the attention** of the passers by.
- A poster should have **bigger/ bold/ capital letters** because it is read by the public from a distance.
- A poster should not have any **extra** or **irrelevant matter**.
- A poster can be made more catchy by using **phrases, slogans** and **attractive language**.
- Always put a poster in a box.
- Remember not to use any short forms or slangs.
- Always fit the poster on one page.

## Sample Posters

1. You are the Director of National Agriculture Organisation, Jaipur. You have to make the people all over Rajasthan state aware of the necessity of conserving water and also how to do it. Design a suitable poster to be inserted in the newspapers as well as to be put up at prominent places in the towns of Rajasthan.



**SAVE WATER - SAVE LIFE!**

*Water is the Essence of Life*

Water Level Going Low  
Dangerously Year by Year

Apply

**Rain-Water Harvesting**

- Don't let rain-water run waste.
- Preserve it in tanks and ponds.
- Save this gift of nature for the coming generation.

**Issued by :** National Agriculture Organisation, Rajasthan

2. You are the Marketing Manager of Starbucks Coffee Products Company. To promote the sales of 'Starbucks Coffee', you have to planned an event for three days giving offers on several varieties of coffee. To Design a suitable poster detailing the vast variety of Starbucks coffee available in restaurants all over India.

**Buy 1, Get 1 Free**

Buy a Holiday Beverage, Get One Free at your Local **STARBUCKS**  
Nov 18-21, 2-5P.M.

**ENJOY THE  
TASTE OF THE SEASON  
WITH ANY OF THESE  
DELICIOUS DRINKS**



Caramel Brulee Latte, Peppermint Mocha, Peppermint White Chocolate Mocha, Peppermint Hot Chocolate, Gingerbread Latte, Eggnog Latte, Caramel


3. Incidents of Road-rage are increasing day by day. Draft a poster on behalf of Delhi Traffic Police on Road Safety tips.

# PRESCRIPTION

from Delhi Traffic Police

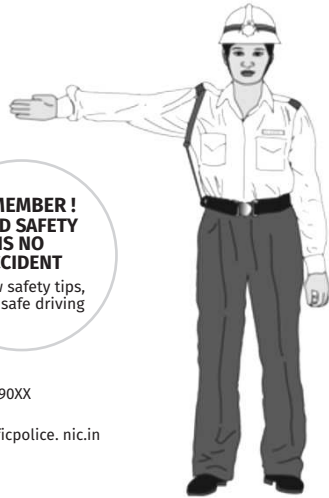
- ✓ Always drive in your lane.
- ✓ Never jump a traffic signal.
- ✓ Never exceed the prescribed speed limit.
- ✓ Never drive after drinking.
- ✓ Park only at authorised parking space.
- ✓ Never use mobile while driving.

Delhi Traffic Police wishes you safe and accident free driving on the roads



**DELHI TRAFFIC POLICE**  
Call 24 Hours Traffic Helpline at 23378XX Fax 26190XX  
e-mail : dcpdlh@satyam.net.in  
Website : www.delhipolice.nic.in, www.delhitrafficpolice.nic.in

ROAD SAFETY IS NO ACCIDENT



**REMEMBER !  
ROAD SAFETY  
IS NO  
ACCIDENT**  
Follow safety tips,  
enjoy safe driving

4. Ministry of Social Justice and Empowerment needs a poster for its 'Prevention of Drug Abuse' campaign on the occasion of International Day against Drug Abuse (26th June every year). Draft a poster to raise public awareness against drug abuse.

# 26th JUNE

## INTERNATIONAL DAY AGAINST DRUG ABUSE

Let's pledge to root out this evil from our society.


**GET  
HELP NOW**  
Don't wait  
until it's too  
late !

# SAY NO DRUGS

even to trying them....

**THINK HEALTH... NOT DRUGS**  
Drugs impair health, cause diseases like HIV/AIDS and result in loss of job/income & even life.

Issued in public interest by :  
**MINISTRY OF SOCIAL JUSTICE & EMPOWERMENT**  
Government of India  
Call Toll Free Drug Helpline: 1800-11-XXXX



# Chapter Practice

## PART 1

### Objective Questions

#### • Multiple Choice Questions

**Directions** (Q. Nos. 1-5) Keeping in mind that the incidents of road rage are increasing day by day, the Delhi traffic police wants you to draft a poster for them on road safety tips.

On the basis of the letter you drafted, choose the correct option to answer the following questions.

1. Select the most appropriate title for the poster.

- (a) Road Safety Prescription
- (b) Attention all the drivers
- (c) Drive legally
- (d) Against road rage

**Ans.** (a) The poster is about road safety tips hence, 'Road Safety Prescription' is the most appropriate title.

2. Select the option that mentions the issuing authority of the poster.

- (a) Transport department, Delhi
- (b) Delhi Government
- (c) Delhi Traffic Police
- (d) There will no mention of the issuing authority.

**Ans.** (c)

3. Would this poster contain any image?

- (a) Yes, it would make it eye-catching
- (b) No, it would make it informal
- (c) Yes, it would reflect the seriousness of the issue
- (d) No, it would make it costly

**Ans.** (a)

4. Which of the following can be added to make the poster more attractive?

- (a) Contact information of the issuing authority
- (b) Slogans and jingles related to the theme
- (c) Pledge towards the cause
- (d) Both (b) and (c)

**Ans.** (d) Slogans and jingles can be added to the poster to make it more attractive along with a pledge towards the cause. Hence, option (d) is the correct answer.

5. Select the option that lists the most accurate points that will be included in the poster.

- (i) Don't drive
- (ii) Drive under guidance
- (iii) Follow traffic rules
- (iv) Do not bribe
- (v) Give way to emergency services
- (vi) Use authorised parking
- (a) (i), (ii) and (iii)
- (b) (i), (iii) and (vi)
- (c) (ii), (iii) and (iv)
- (d) All of these

**Ans.** (c) The notice requires safety tips including 'drive under guidance', 'following of traffic rules' and 'not bribing anyone', as it aims to provide road safety tips.

**Directions** (Q. Nos. 6-10) You are the Director General of Health Services. You want to invite people to come forward for eye donation and have to draft a poster for the same.

On the basis of the letter you drafted, choose the correct option to answer the following questions.

6. Select the most appropriate title for the poster.

- (a) Donate your eyes
- (b) Bring light in the dark world of the blind
- (c) Help with corneal blindness
- (d) Both (a) and (b)

**Ans.** (d) The poster aims to invite people for eye donation hence, 'donate your eyes' and 'bring light in the dark world of the blind' and both appropriate titles for the poster.

7. Select the option that mentions issuing authority for the poster.

- (a) General Health Services
- (b) Rotary Club
- (c) National Programme for Control of Blindness
- (d) Ministry of Health and Family Welfare

**Ans.** (c)

8. Select the option that lists the ways in which the poster can be made attractive.

- (i) Images
- (ii) Slogans
- (iii) Jingles
- (iv) Awareness information
- (v) Use of different fonts
- (a) (i), (ii) and (iii)
- (b) (ii), (iii) and (iv)
- (c) (iii), (iv) and (v)
- (d) All of these

**Ans.** (d)

9. Would this poster include event details?

- (a) Yes, it would include day, date, time and venue
- (b) No, it would make the poster an invitation
- (c) Yes, it would include the day and time along with contact information
- (d) No, it would take unnecessary details.

**Ans.** (a)

**10.** Select the information that can be included in the poster.

- (a) Need to donate eyes
- (b) How it reflects on your personality
- (c) Nearest eye bank
- (d) Privileges associated with eye donation

**Ans.** (a)

**Directions** (Q. Nos. 11-15) As a part of a competition on the occasion of World Environment Day in your school, you have to draft a poster on the ill-effects of plastic on the environment.

On the basis of the letter you drafted, choose the correct option to answer the following questions.

**11.** Select the most appropriate title for the poster.

- (a) Giving up on plastics
- (b) Be Fantastic, Do Drastic, Cut Plastic
- (c) Plastic free world
- (d) Free the world of plastic

**Ans.** (b) 'Be Fantastic, Do Drastic, Cut Plastic' is a very catchy and appropriate title for the poster on ill-effects of plastic on the environment.

**12.** Will the poster reflect the issuing body?

- (a) Yes, it would reflect the maker's name
- (b) No, it has been made as a part of a competition
- (c) Yes, it would include the name of the school
- (d) No, it is not required

**Ans.** (c)

**13.** Which of the following would the poster include as a negative impact of plastic?

- (a) Pollution
- (b) Health problems like lung cancer
- (c) Extinction of aquatic species
- (d) All of the above

**Ans.** (d) As the poster is talking about ill-effects of plastic, the health problems, pollution and aquatic species extinction which are its key negative impacts should be included in the poster. Hence, option (d) is the correct answer.

**14.** Select the option that lists the correct alternative for maintaining the environment.

- (a) Reusable biodegradable materials
- (b) Proper disposal of plastics
- (c) Banning plastic production
- (d) All of these

**Ans.** (a) The correct alternative for maintaining a healthy environment is to reuse biodegradable materials.

**15.** Which of the following slogans can be used in the poster?

- (a) Go Green, Plastic is Obscene!
- (b) Preserve the environment
- (c) Think before you trash it
- (d) Plastic is laminating the earth

**Ans.** (a)

## PART 2

### Subjective Questions

**1.** Fireworks and crackers are known to create pollution during festivals. As an environmentalist, design a poster to create awareness of their ill effects.

**Ans.**



2. Design a poster in about 50 words to create awareness among the people of your city on the importance of following traffic rules.


Ans.

## BE A GOOD CITIZEN-OBEY TRAFFIC RULES

### KEEP SAFETY-YOUR PRIMARY GOAL

**Do's and Dont's**

- Do not jump red lights
- Do not cross the speed limits
- Do not drink and drive
- Do not use mobile phones while driving
- Always wear helmets and seat belt



**Issued in Public Interest by : National Road Federation**

3. 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 also immoral. Draw a poster in about 50 words highlighting dowry as a curse.


Ans.

## DOWRY IS A CURSE

### It is not only illegal but also immoral !!!

As an evil, it causes:

- Unnecessary mental pressure on the bride and her family.
- Death of bride, in some cases.
- Ill treatment of bride and her family at the hands of the groom and his family.



***Raise your voice against Dowry***

4. Prepare a poster advising people not to take alcoholic drinks, illustrating the dangers of consuming alcohol. Invent details. You are Rajan/Rajani.

Ans.

## SAY NO TO ALCOHOL

### SAY IT NOW!

**Addiction leads to:**

- Ruined Health
- Ruined Family Life
- Ruined Self
- Finally ..... painful death



Join De-addiction Camp Today and Regain  
Health Control and Happiness

**Call at Helpline 'Saathi' 18001800XX or Call us 252525XX**

5. You are Vinayak/Revati from the Green School, Thoothukudi. You read an article about the proposed garbage segregation programme in the neighbourhood, which is set to begin from 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.

Ans.

### Garbage Segregation Drive

Learn all about your garbage type and put it in the correct bin to keep the environment safe and recycle wet waste properly on 5th November at district park.

Hello, I am green. Put in me biodegradable kitchen waste like fruit/vegetable peels, tea leaves, coffee powder, egg shells, meat and bones, food scraps; also leaves and flowers.

Hello, I am blue. Put in me paper, plastics, metal, glass, rubber, thermocol, fabric, leather, rexine, wood, etc.

**ISSUED IN PUBLIC INTEREST**

**WET WASTE**



**DRY WASTE**




6. Water is precious and each one of us must stop its wastage to avoid its scarcity in the near future. Prepare a poster requesting people of your colony to adopt means to save water, prevent its wastage, etc. You are Rama/Rohan of Ahimsa Vihar, Saket, Ahmedabad.


Ans.

### Conserve Water and Consume it Wisely

Every Drop Counts, Reduce Your Use!



- Wasting water is bad
- All living things need water
- Together we should save it
- Everyone can help
- Reuse water please



Water is precious and each one of us must stop its wastage to avoid its scarcity in the near future.

**Issued by : Rama, President of Ahimsa Vihar Colony, Saket (Ahmedabad)**



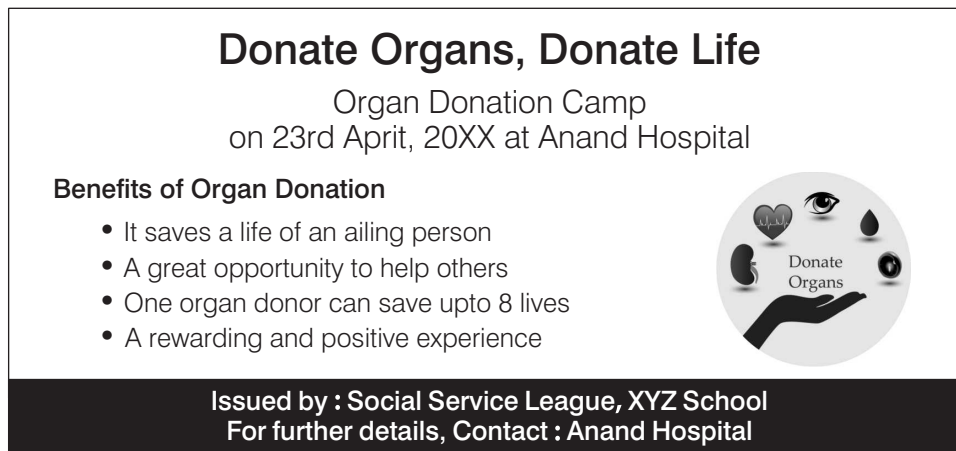
7. Prepare a poster highlighting the dangers of drunk driving advising motorists to abstain from alcohol before taking the wheel.

Ans.



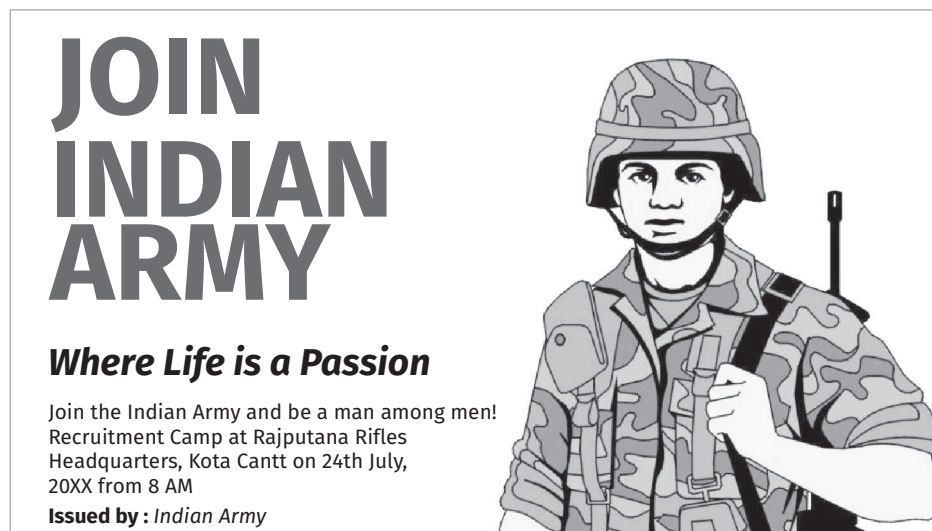
8. You are Secretary, Social Service League of your school. Design a poster to be displayed in your colony and in a local hospital premises inspiring people to make a pledge to donate eyes and other organs of their bodies.

Ans.



9. You are a professional poster designer who has been asked to design a poster for recruitment of soldiers in the Indian Army, to be put up at prominent places in a district where a recruitment camp is to be held. Draft a poster giving details of the recruitment camp.

Ans.





10. You are the Director of Health Services, Mizoram. You have to educate the public about the necessity of oral polio vaccine for small children. Design a simple and catchy poster to be put up at prominent locations in the whole state.

Ans.



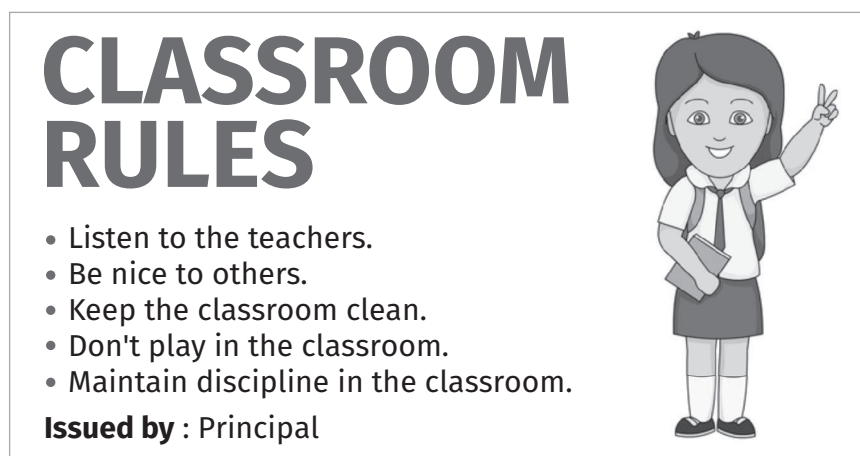
11. Draft an attractive poster for 'Save Trees, Save Earth' Campaign.

Ans.



12. You are the Principal of an English medium primary school. Design a catchy poster to instil discipline in the children which can be put up in the classrooms.

Ans.



**13.** Draft a poster to be issued by the Delhi Police cautioning people not to touch any unclaimed object.

*Ans.*

## DON'T TOUCH UNATTENDED OBJECTS STAY ALERT, STAY SAFE

Always be aware of your surroundings.  
Avoid touching unclaimed bag, doll, toys,  
briefcase, tiffin box etc.  
because **IT COULD BE A BOMB.**  
Report any unclaimed articles to the police.

Issued By  
**DELHI POLICE**  
*With you, for you always*



Dial 100 immediately


**14.** You are the Sports Instructor at Sadbhavna Primary School. You are arranging the Annual Sports Day of the school. Design an attractive poster to inform the parents of the students about it.

*Ans.*

## ANNUAL SPORTS DAY

Running, Hopping, Dancing is  
fun Specially when it is done by  
children of **Class 1 to 5**

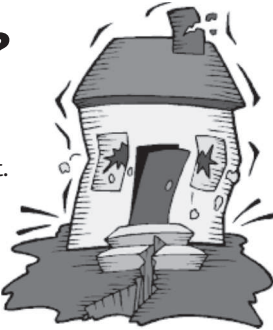
Dear Parents,  
Come to our Annual Sports Day  
and enjoy all the activities of our  
students.



**Date :- 6th February, 20XX**  
**Classes 1 & 2 (8:30 am), Classes 3,4,5 (10:00 am)**  
Issued by : Sports Instructor, Sadbhavna Primary School

15. You are the Director of Disaster Management Authority. You want to make the people aware about earthquakes. Draft a poster for the same.

Ans.

Warning	Warning	Warning
<h1>EARTHQUAKES</h1>		
<p><b>WHAT SHOULD BE DONE?</b></p> <ul style="list-style-type: none"><li>• Take refuge in a corner of the room where you are.</li><li>• Keep away from buildings if you are in the open.</li><li>• If you are sitting at a table, immediately get under it.</li><li>• Don't panic; have patience.</li><li>• Keep away from electrical poles.</li></ul>		
<p><b>Issued by : Disaster Management Authority</b></p>		