

# POSTER WRITING

In the modern era, Posters and Ads play a vital role in our daily life. This is to help the passers-by in catching his or her attention towards a particular focal point or issue or to create awareness in them about something. We daily see attractive Posters or Ads on the walls or in newspapers which provide us short information about something. Posters and Ads must be attractive and appealing so as to keep the readers or viewers well enchanted and well informed. We can draft and design a Poster by considering the following points .

- 1) Poster should be simple and short so as to catch or attract the person in the first sight.
- 2) It should provide ample details, but must be written in about 50 words.
- 3) Slogans, proverbs, quotations etc. make it more attractive and meaningful.
- 4) Try to avoid sentences. Express ideas maximum in points.
- 5) To make it more attractive and effective, we can make use of certain drawings even.
- 6) The main topic or points of the poster can be written in bold and capital letters to draw the attention of the common man.
- 7) It must be visually attractive.
- 8) A Poster should be drafted within a square or a rectangle.

- 1) Your school Navodaya Vidyalaya is organizing a cultural evening to collect fund for the poor school children. The Education Minister has consented to be the Chief Guest on the occasion. Draft a poster to be displayed in different areas of your school and locality. You are the Students' Union Secretary of your school.

## **CULTURAL BONANZA**

**To**

### **Aid the poor school children**

**Venue : Navodaya Vidyalaya Auditorium,**

**Kamal Park Area, Agra-3**

**Timing : 6 pm to 9 pm**

**Date : 15<sup>th</sup> October, 2020**

**Chief Guest : Shri. Gopakumar, Hon. Minister of Education**

#### **Features**

**1) Songs by famous playback singers**

**2) Dance by Hellen**

**3) Mimicry and Mono-Act by our school students**

***Ticket Rate : Rs. 100/- only***

***Organised by:***

***( Tickets can be had from school office)***

***Students' Union, Navodaya Vidyalaya***

- 2) You are making an effort to spread the message of Communal Harmony .  
Prepare a poster with catchy slogans to be displayed in prominent places.  
You are a member of All Men Forum, Talkatora Gardens, New Delhi-5.

**SOUTH OR NORTH EAST OR WEST,  
HINDU OR MUSLIM CHRISTIAN OR SIKH  
We Are One**

**Our Motto :**

- *Unity in diversity*
- *Humanity, our community*
- *Universal brotherhood, our policy*
- *Sympathy and empathy, our philosophy*
- *Our God, God without religion*

**Break the barriers of caste, community, colour and creed**

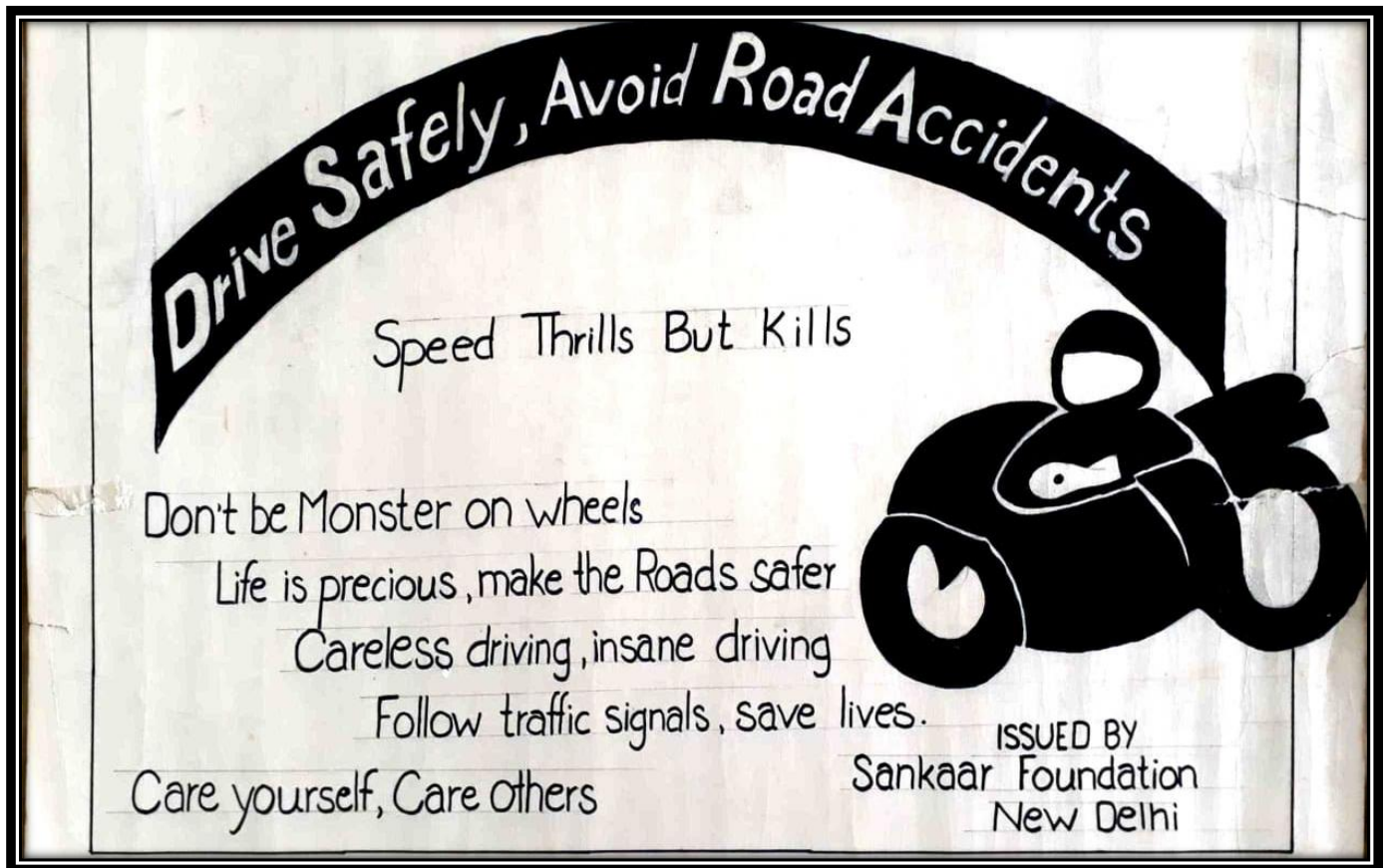
**Whatever be the community, we are humans**

**Our pain is same, pleasure is same, blood is same**

**Love the humanity, live in amity, move in unity**

***All Men Forum, Talkatora Gardens, New Delhi-5.***

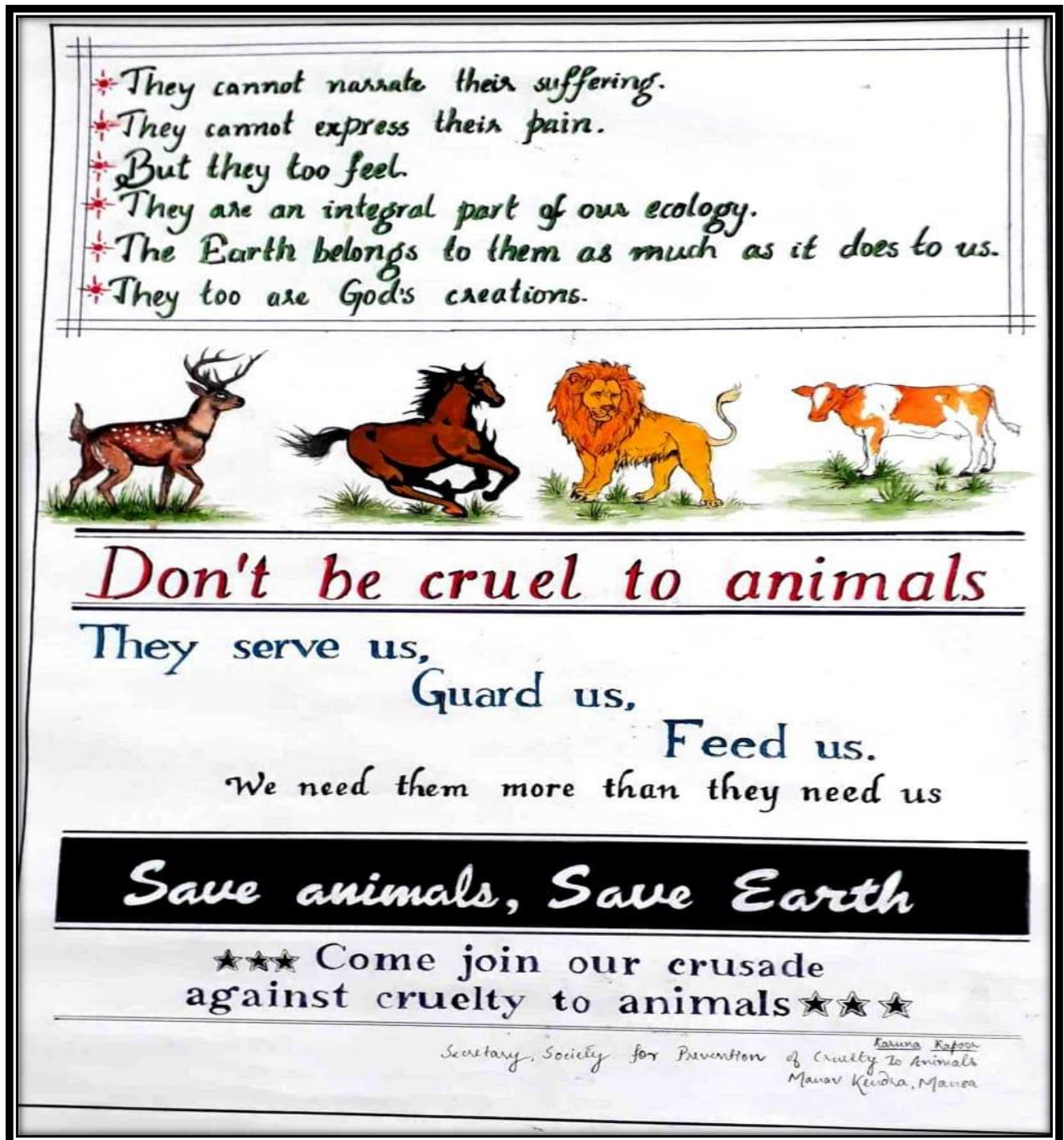
3) On behalf of Sankaar Foundation, New Delhi, design a poster to build awareness among the public about Road Safety



- 4) Times Eye Bank wishes to build awareness among youth about blindness and the importance of donating one's eyes if one dies a premature death. Draft a suitable poster.



- 5) You are Karuna Kapoor, Secretary, Society for Prevention of Cruelty to Animals. Draft a poster to build awareness among the public to stop being cruel to animals.





## WORKSHEET

- 1) Draft a poster for all for celebrating Diwali without crackers.
  
- 2) As the President of Lions Club of Temple Town , prepare a poster for 'Pongal Mela' to be organized at Nehru Stadium, Chennai, mentioning some of the attractions.
  
- 3) Draft a poster to create social awareness against the use of Plastic Bags.
  
- 4) Prepare a poster to build awareness against Drug Addiction.
  
- 5) Design a poster urging the youngsters to join Defence Services / Indian Army.

\*\*\*\*\*