

POSTER MAKING

AIM

Since posters are a way of modern life, any message can be communicated well through a poster. Poster-making is always a handy tool for communication.

INTRODUCTION

Posters could be seen anywhere, both in urban and rural areas. This is an immensely popular tool for communicating with the public. Posters give all kinds of messages, which are social, political, religious and personal in nature. Commercial products are also advertised through posters. Making posters could be one of the popular activities in modern life. However, it is not necessary to be a professional poster maker by learning this craft. Poster-making can help a person to be expressive and extroverted. Poster-making does not require many items and materials. A sheet of paper, ink, colours and brush are enough to make a poster.



OBJECTIVES

On completion of this practical lesson, you will be able to:

- differentiate between different types of posters;
- explain the basic qualities of poster making;
- use the graphics and font of letters;
- use signs and symbols in the posters;
- develop their concept of communication;
- learn the impact of a different colour.

POSTER 1: POSTER WITH PLACE RELATED TOPIC

Method of Making Poster Design

1. To make a poster or advertisement of something, we first need to conceptualise the matter in our mind; firstly a rough structure of the topic has to be prepared in our mind. Then we start making it on paper. As seen below figure number 5.1, the given topic is 'Padhaaro Mhaare Desh', a topic related to Rajasthan. Therefore, the drawing has to be done accordingly, as in the present figure, a Rajasthani man with moustache and Rajasthani headgear (pagadi) can be seen. Below it, the scene of a Rajasthani fair on sand can be seen. A man with a camel is shown in the centre. In front of him, a Rajasthani woman carrying a pot on her head is walking along with a few animals. After the drawing is completed, it needs to be coloured.

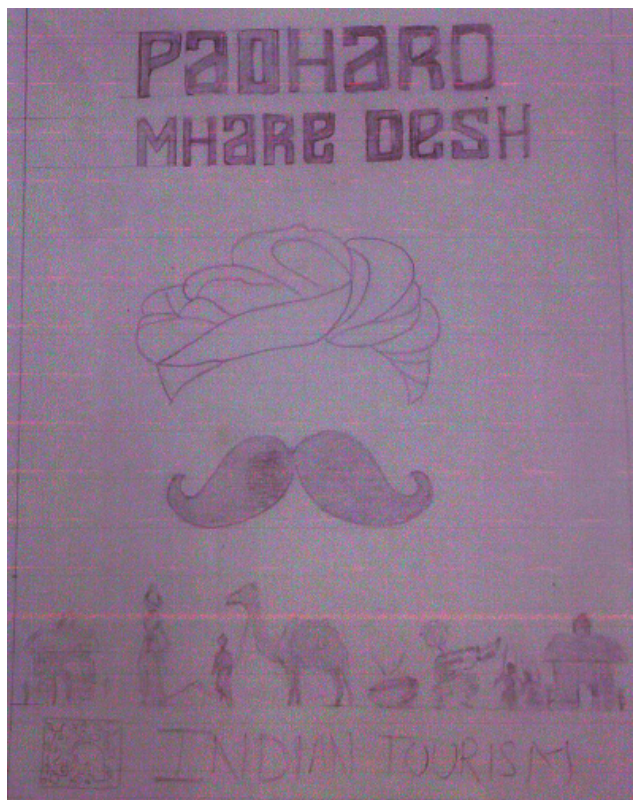


Fig. 5.1

2. Usually, poster colours are used for such topics because they are not transparent, are suitable for this purpose and give a good finish. For example, in the second figure, you can see that the background of the first figure has been filled with yellow. Once the background has been coloured, the rest of the drawing is filled with colour.



Notes



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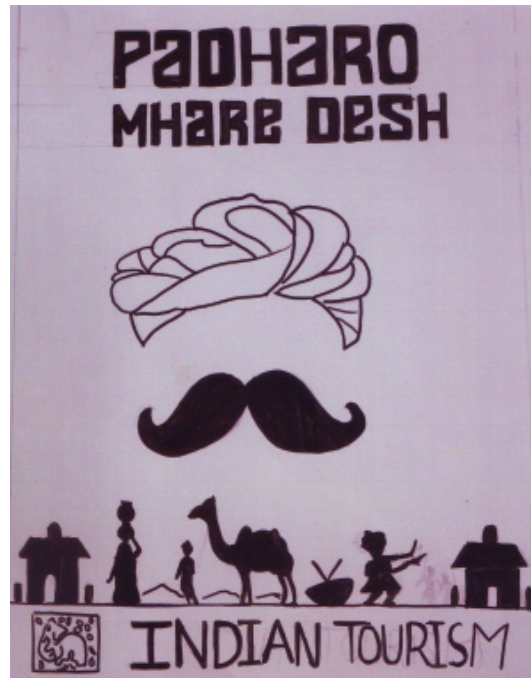


Fig. 5.2

3. After filling the drawing with flat colour, detailing is done through tone and texture. This defines the drawing clearly, as shown in Fig. 5.3.

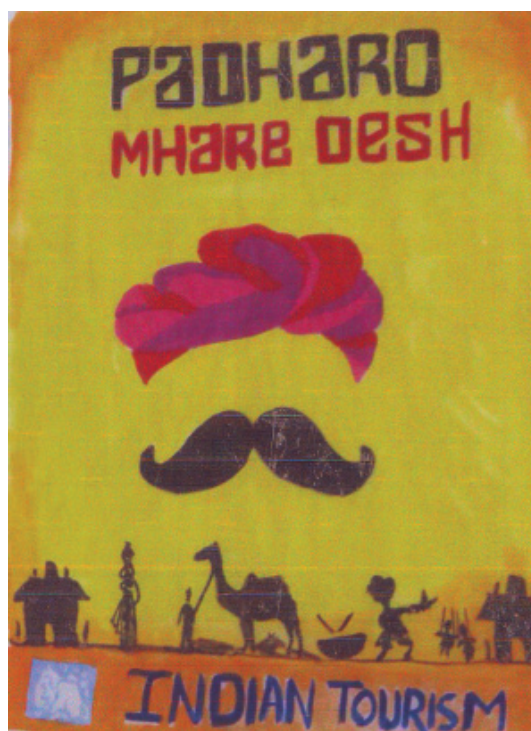


Fig. 5.3

Poster Making

4. Once the illustration is completed, the fourth step is writing letters. As can be seen from figure given below, 'Padharo Mhare Desh' is written as the title. Since it is a poster of Indian Tourism, the logo is given below INDIAN TOURISM can be seen written alongside.



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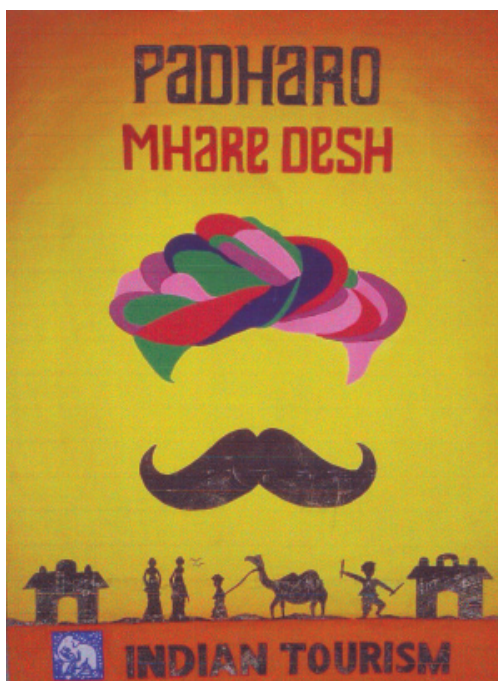


Fig. 5.4

POSTER 2: POSTER RELATED TO ART AND CULTURE

Method of Making Poster Design

1. Firstly, conceptualise a structure of the matter in your mind. Then, make its layout using a pencil. As you can see from the figure, the illustration of a famous dance known as the 'Kathakali' from Kerala state has been shown. A woman wearing the traditional headgear of Kerala is shown in the illustration, seeing which the thought of Kathakali dance of Kerala comes to our mind, and it appears that the poster is related to Kathakali dance of Kerala.
2. After completing the sketch, the artist used a mixture of yellow and green colours for the background. Dark green colour has been used at the top in the form of a strip. The flat green colour in the face and flat dark orange colour in the headgear has been used.
3. Thereafter, different tones of green colour has been used to complete the face. Eyes have been coloured black to give dramatic effect since they create various expressions during the dance. The forehead is filled with yellow colour on



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which there is a red strip and white Kumkum. The headgear has been filled with a light tone of red, followed by a darker tone. Dark green, used as a halo (circular) in the central area of the headgear, looks beautiful. Medium pink on the lips of the face appears aesthetic.



Fig. 5.5



Fig. 5.6

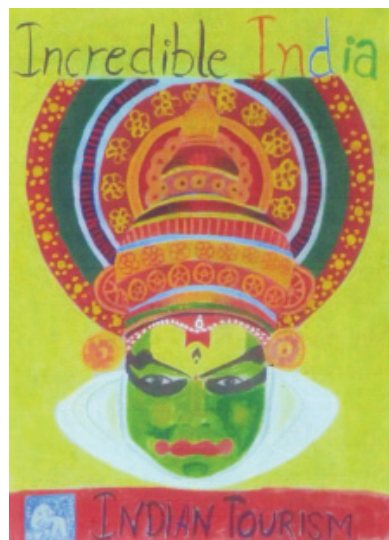


Fig. 5.7

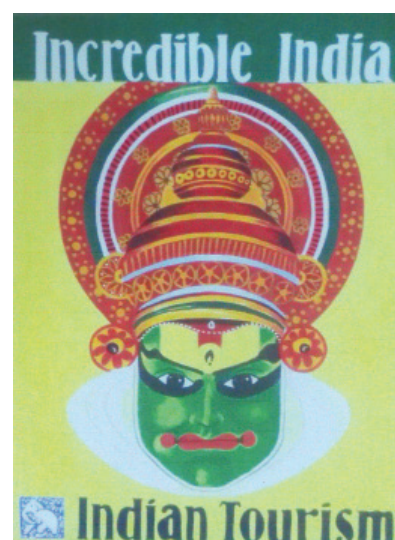


Fig. 5.8

- After completing the illustration, written the title 'Incredible India' on the dark green strip of the top portion that looks beautiful. Since this poster is of the tourism department, the bottom portion shows the elephant logo and 'INDIAN TOURISM' written alongside it. INDIAN TOURISM has been written with the green strip on top, so there is a balance between both ends. Now, the poster is ready.

POSTER 3: PRODUCT RELATED POSTER

Method of Making Poster Design

Here, we will discuss making a product-related poster. The name of the product is 'Classic Butter'. The figure below shows a drawing in pencil in which a packet of butter is shown. Below it, towards the left side, the butter has been shown unwrapped from the packet, and towards its right side, a slice of bread is shown on which butter has been applied. An attempt is being made to convey that if the slice of bread is eaten after applying the butter, it would taste delicious.



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Fig. 5.9

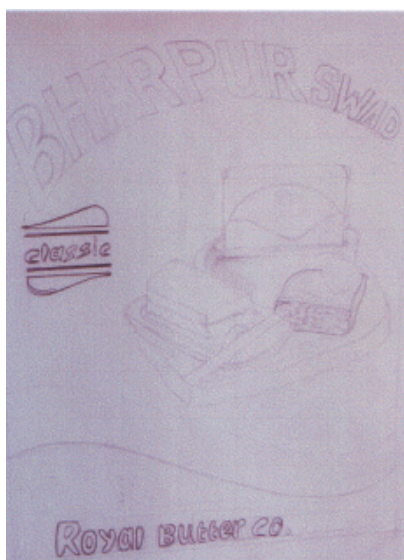


Fig. 5.10



Fig. 5.11



Fig. 5.12



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Fig. 5.13

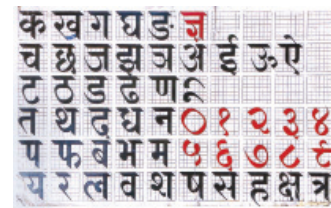


Fig. 5.14

The another figure, it can be seen that the product has been filled with a flat colour. The third figure shows that the background has been filled with green colour. Then, the upper and lower portions are filled with black colour. The colouring of the product is completed by toning and texturing.

The fourth stage is writing letters in the poster. As it can be seen from the figure, 'Bharpur Swad' title has been written at the top. After reading this, we are curious about what gives us a delicious taste. Upon seeing the rest of the illustration, we find that it is Classic Butter. The company logo and name are given at the bottom of the poster. Now the poster is ready.

TERMINAL QUESTIONS

Learners can make posters on the given topics.

1. Tree Plantation
2. Adult Education
3. Swaccha Bharat Sundar Bharat
4. Beti Bachao Beti Padoo