



POSTER MAKING

A poster is any informative paper designed to be attached to a wall or surface. Posters are designed to be eye-catching. Posters may be used for many purposes; they are a frequent tool of advertisers (particularly for events, musicians and films), propagandists, protestors and other groups trying to communicate with the people.

By the 1890s the technique had spread throughout Europe, and a number of noted artists created poster art in this period, foremost amongst them Henri de Toulouse - Lautrec and Jules Cheret. Cheret is considered to be the father of advertisement placards. He was a pencil artist and a scene decorator who founded a small lithography office in Paris in 1866. Cheret developed a new technique that better suited the needs of advertisers; he added more colour, which in conjunction with innovative typography, rendered the posters much more expressive.

Posters soon transformed the thoroughfares of Paris into art galleries. Their commercial success was such that some artists were in great demand. In 1884 a major exhibition was held in Paris.

By the 1890s, poster art had widespread usage in other parts of Europe, advertising everything from bicycles to bullfights. By the end of the 19th century, during the era known as the Belle Epoque, the standing of the poster as a serious art form was raised even further; between 1895 and 1900, Jules Cheret created the Maitre de L' affiche (master of the poster) series that became not only a commercial success but is now seen as an important historical publication. Alphonse Mucha and Eugene Grasset were also influential poster designers of this generation.

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In India, paintings were used as a poster during the uprising of the national movement. To create awareness among Indian people about their cultural heritage, the revivalist group of artists like Abanindranath Tagore, Nandalal Bose, and Binod Bihari Mukherjee made major contributions. For example, Nandalal Bose designed some paintings which were used as a poster for Haripura Congress session. The posters were used to popularized nationalism in films in the Hindi film industry. Large posters used to be made by the artist; most notable among them was painter M.F. Hussain.



OBJECTIVES

The learner will be able to:

- create innovative concepts for designing a poster;
- represent a thought or concept in graphic form;
- design a given space with forms and words;
- make an attractive colour combination and appropriate calligraphy; and
- communicate a thought or concept through calligraphy.

5.1 MATERIALS TO BE USED

1. Drawing Board and Pins.
2. Drawing paper (cartridge', pastel, chart).
3. Pencil - HB. 2B, 4B.
4. Eraser
5. Poster colours.
6. Brushes (both flat and round of different thickness)
7. Scale
8. Markers.

5.2 HOW TO MAKE OF A POSTER

Poster is an attractive application of colour and design, fonts and forms on paper to achieve three primary goals-to convey a message, to advertise a product or concept, and sensitize the public regarding any issue.

We see many kinds of posters in our daily life. A poster can be seen in public places like bus stops, shopping malls, markets, stations, roadside walls, light

posts etc. Posters are meant to attract the attention of the public towards what it wants to convey and act upon it, so posters are bound to have the following qualities:

- Creative concept.
- Bright colours and symbolic use of colours.
- Catchy headlines.
- Rhyming sub-headlines when needed
- Clear forms
- Attractive designing.

In India, poster making holds the key to solving many problems our country is going through by making of colourful and innovative posters showing important causes. Young and old minds are offered a powerful and unique perspective on all the current issues.

Through correct information, and attractive designs, the posters help to create impact. Thus it contributes to the development of the society and in better handling of the crisis, triggering mass awareness.

5.3 IMPORTANT ELEMENTS USED FOR MAKING A POSTER

Poster making needs equal flair of art and literature because your design is accompanied by an appropriate headline and sub-headline, which should be interesting, captivating and direct, and colours should be manageable and light. Balance is the most important criterion balance should be between:

- Colours and designs.
- Forms and Font (Calligraphy)
- Headlines and sub-headlines
- Space covered and negative space.

In this lesson, some of the common important topics related to human life are shown step by step so that the student can learn to:

- Conceptualize
- Visualize
- Represent
- Draw
- Colour
- Font or Calligraph of Poster

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5.3.1 Important Points to Make layouts of a Poster

- All the relevant information, we can gather about this topic
- Gather information from all sources.

After we have enough information, we should concentrate on the most popular facts about the topic.

- Our next step would be to express this fact in form, colour and words.
- This process will require you to make two or three layouts of the topic.
- Select a few forms which suit the head line.
- Try these forms with headlines in different colour combinations
- After you select the most appropriate design, start drawing the figures and forms.
- Colour it.
- Make the same layout with different colour combinations
- Select the best and start making your poster.
- The writing should never overshadow the design, nor should the design overpower the writing.

EXERCISE 1

Protection of wildlife

The creation of this poster is being explained step by step for your understanding.

The foremost idea is to attract the common man's attention to the misery faced by wild animals in the hands of poachers, so this layout has been designed to give maximum space to the dead animal.

The background takes less space, so it is coloured flat in dark green (to symbolise the jungle.) The border is made with a small tree design to symbolise the wild and nature. The base of the border is kept red to symbolised blood or killing. The trees are made in blue to create contrast and interest.

The caption "Stop Killing wild animals protect them from poachers" is again made with the same blue - for creating balance.

The Elephant is kept in a light colour to contrast the dark background.

Drawing the poster on the protection of wildlife

First Step

Make a rectangular box.

Draw an Elephant in the box. (See Fig. 5.1)



Notes

Second Step

Draw a gun (leave space for headline and subheading) (See Fig. 5.1a).

Third Step

Start colouring with watercolour or poster colours. Colour the background of the animal yellow. (See Fig. 5.1b). Apply colour on other areas only when the prior colour dries.

Forth Step

Paint the Elephant grey and the Rifle brown, and write the headline and subheadings. The poster is ready (See Fig. 5.1c).

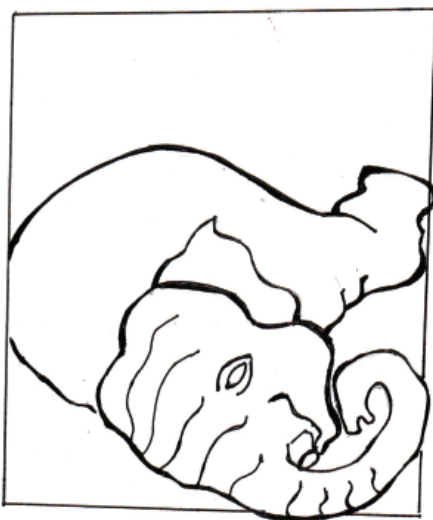


Fig. 5.1

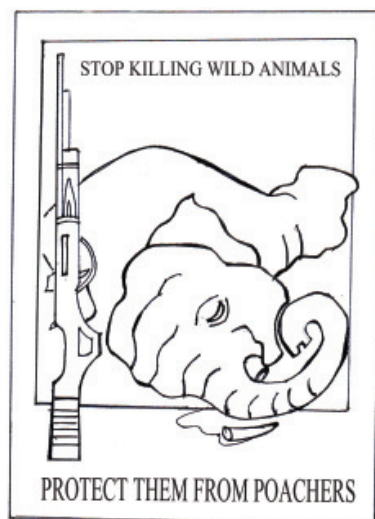


Fig. 5.1(a)



Fig. 5.1(b)

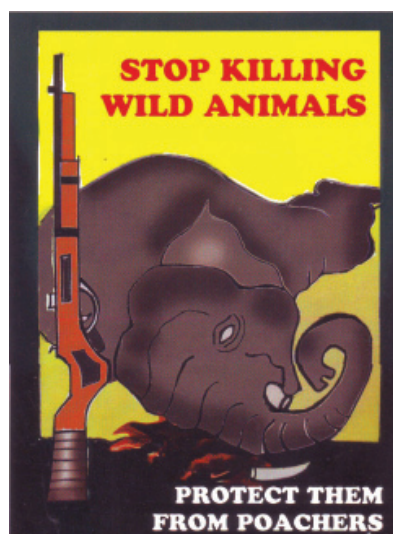


Fig. 5.1(c)



Notes

EXERCISE 2

Deforestation

Trees are extremely essential for life; no trees mean no life on the Earth. Still, we cut trees and Jungles for our own selfish benefits. Nature looks complete when there are life-giving trees. We can never separate the two; if we cut trees, our life is also cut short.

Here the tree is shown as a child who is inseparable from mother Earth. The tree is the giver and supports of life shown by fruits and a bird's nest. Instead of repeatedly asking people not to cut trees, the love of mother and child as tree and earth are shown with a simple caption "How can we separate the two?" The colour used is oil pastel and marker see figure no 5.2.

Drawing the poster of deforestation

First Step

Draw a tree on the paper. Make a globe on the bigger tree. Draw birds on the tree.



Fig. 5.2



Notes

Second Step

Start colouring; leave space for writing. Always start with a light colour like a yellow, or pink outline with black or dark colour. (See Fig. 5.2a). Now, your poster is complete.

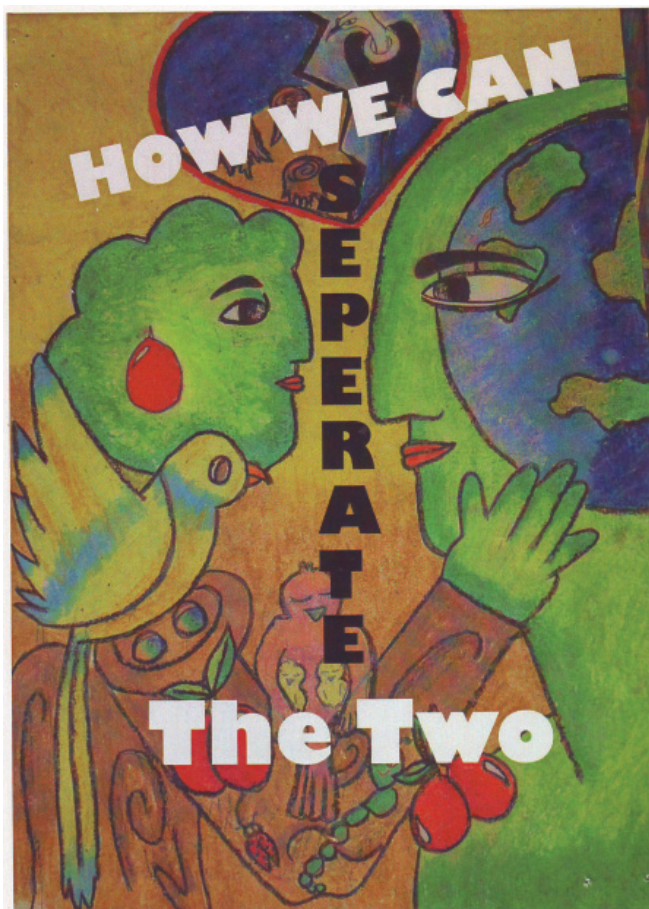


Fig. 5.2(a)

EXERCISE 3**Road Safety**

Road safety is the most important factor for avoiding and escaping fatal road accidents.

If we inculcate some basic road safety measures like lane driving, wearing helmets, putting on seat belts, obeying all traffic rules, speed control etc., then many accidents can be avoided. In this particular poster, the concept has been developed keeping in mind that accidents occur due to rash driving and not wearing of helmet by drivers of two-wheelers. A young man is shown speeding his bike wearing earphones instead of a helmet. At the back, death is shown

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in form of a skeleton carrying an axe. Two different font has been used for writing headline and sub-headlines according to there.

The Poster on road safety has to be displayed on roads and other important places, such as inside buses, metros, subways, busy markets and malls. The colour used in the poster has to be very eye-catching and attractive to attract the attention of people. The headlines have to be bold and meaningful. The visual (Design) has to be such that the message is conveyed directly with a warning. Before sketching the layout, these points have to be kept in mind.

Making of the Poster of road safety

First Step

Draw a man riding a bike. (Take reference from a photograph or you can trace the drawing if you find the drawing difficult). Next draw a skeleton at the back with an axe. (Take reference if needed).

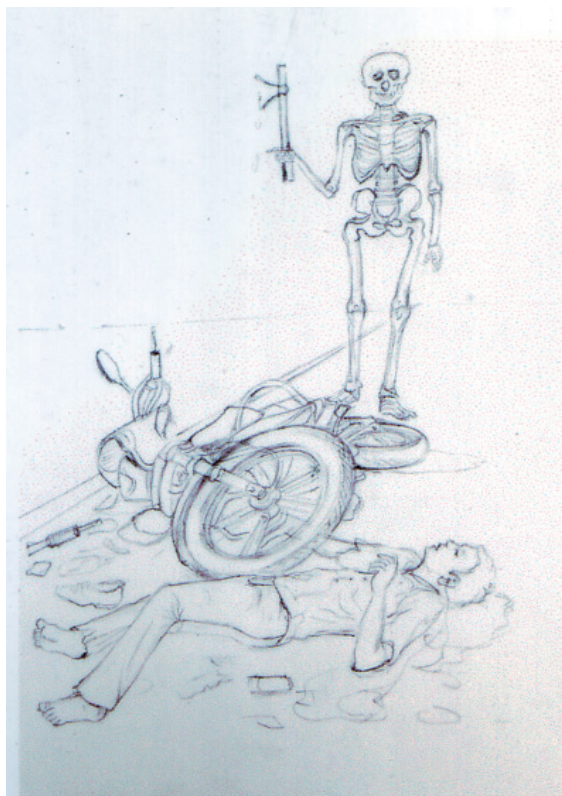


Fig. 5.3

Second Step

Colour the lower part of the poster in the yellow and the upper part in red. Merge the two colours in the middle, as shown in the poster (See Fig. 5.3a).



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Fig. 5.3(a)

Third Step

Paint the bike and the biker. Shade it and show the highlights with white colour. Paint the skeleton grey and white. Paint the road in black. (See Fig. 5.3b).



Fig. 5.3(b)

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Forth Step

Write the chosen headline keeping in mind the design. The writing should be bold and convey the meaning. Please note that you have to leave space for writing and prepare your design accordingly. The writing can overlap the design if required. The poster is ready (See Fig. 5.3c).



Fig. 5.3(c)

Please note: You can trace the drawing only when necessary. A freehand drawing is always a better option.



WHAT YOU HAVE LEARNT

Poster Making

- Segment of applied art
- Essentially creative in nature and can be fun to make
- Play with forms, font, and colours
- More symbolic
- More attractive
- Captions in bold, symbolic



TERMINAL QUESTIONS

1. Create theme-based designs whenever you find some time. Colour the same design in various tones. Observe the effect of colour on your design.
2. What are the three primary goals of poster making?
3. What six qualities should an ideal poster have?
4. Why is it important for a poster to be creative and eye-catching?
5. Why is the concept the most important part of poster making?
6. What is balance in poster designing?
7. While writing poster, you can choose different sizes and types of captions for the same design. One good way of doing it is to cut out words of different size on separate pieces of paper. Arrange the words on the sheet to see the effect of sizes on design.

GLOSSARY

Creative	Inventive and imaginative
Symbolic	An idea in a form representing something graphically
Bold	In the content of this lesson it means thick or prominent use of letters or lines or colours.
Contrast	Two opposite colours create contrast.
Realistic	Work of art which looks like real life.

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