Create a Poster (advanced activity)

An activity for students to choose an event and create a poster to advertise it.

Activity:

Choose an event that needs an effective poster; a school concert, play, or community event. It's important that it be something that requires you to make the same professional decisions that a marketer and a designer would have to make.

Things to Consider and to Do:

Consult

Consult the people who need the poster. This is your client: ie. the music teacher, the little theatre, a local charity. Find out what they expect and what you can deliver? What do they need? Where will the event take place and how many tickets do they hope to sell? What are their deadlines?

Explore

Explore the content of the play, musical repertoire, and needs of the organization you will be working for.

Consider

- Consider your target audience and where they can be found.

- Consider your (or your client's) budget. What can you afford? Maybe nothing, maybe a little.

- Consider how the poster will be designed: by hand, using a computer?

- Consider how many posters do you plan to reproduce.

- Consider how the poster will be reproduced: by hand, on a home printer, at a copy shop?

Create

Create the concept that will ensure the poster has a "hook" and is eye-catching, appealing, delivers a "wow" factor, stands out among the other posters, and does its job.

- Review the elements and principles of design.

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- Check the poster concept with your client.

- Design the poster, using any materials at your disposal: using markers on paper or a computer-graphics software. If you are not a designer, work with a friend who might be studying computer design or graphic design in school.

Remember

When preparing your text, remember to answer the *Who? What? When? Where?* and *How much*? questions related to your event.

Review

- Have your client review the poster to avoid missing or incorrect information.

- Remember to check all spellings and proof read the text several times.

- Remember to ask someone else to proof-read the text.

Plan

Make sure that you have a plan to get the posters on the street. See Plan A Campaign on the Activities for All page.