

# CHAPTER NAME: POSTER MAKING

<b>Sub - concepts</b>	<ul style="list-style-type: none"> <li>➤ A component of writing skills under Section-C of CBSE question paper.</li> <li>➤ Skills , Tips and the Format for effective Poster Writing</li> </ul>
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<b>Step -wise Learning Process</b>	
<b>1</b>	<p><b>Introduction to <u>POSTER WRITING</u> as question No.3 under Section-C of the Question Paper</b></p> <ul style="list-style-type: none"> <li>✓ It's a component of Section – B of the Question Paper, under short-answer question category.</li> <li>✓ A poster is an informative piece of communication written to make an announcement or appeal, and to spread awareness among the public.</li> <li>✓ It is made visually attractive to enhance its appeal.</li> <li>✓ It is printed attractively to catch public attention.</li> <li>✓ It is eye-catching.</li> </ul>
<b>2</b>	<p><b>Purpose</b></p> <ul style="list-style-type: none"> <li>• To announce a cultural show/exhibition etc.</li> <li>• To create awareness among people</li> <li>• To warn against some danger</li> <li>• To advertise some product</li> </ul>
<b>CBSE Perspective:</b>	

3	<ul style="list-style-type: none"> <li>➤ Section –B of the question paper will have one compulsory writing of short-answer category, like Advertisement, carrying 4 marks.</li> <li>➤ As alternatives to Poster writing are Notice writing, Advertisement, Invitations and Reply to invitation are also set in the question paper.</li> </ul>
4	<p><b>Marking Scheme</b></p> <ul style="list-style-type: none"> <li>➤ Advertisement, carries 4 marks, with the following distribution. <ul style="list-style-type: none"> <li>- Format - 1 mark</li> <li>- Content - 2 marks</li> <li>- Expression - 1 mark</li> </ul> </li> </ul>
5	<p><b>LAYOUT</b></p> <ul style="list-style-type: none"> <li>• It should be eye-catching</li> <li>• Slogans, quotations or jingles should be used</li> <li>• Some attractive sketches or visuals (very few) should be used</li> <li>• Different fonts and shapes should be used</li> </ul>
6	<p><b>A Sample</b></p> <p><b>Poster</b></p> <div style="border: 1px solid black; padding: 10px; text-align: center;"> <p><b>DOWRY- A PUNISHABLE CURSE</b></p> <ul style="list-style-type: none"> <li>- It is not only illegal, it's immoral too.</li> <li>- As an Evil, it causes, <ul style="list-style-type: none"> <li>- Undue mental pressure on the bride and her family</li> <li>- Death of the bride</li> <li>- Inhumanity on the part of the groom's family</li> </ul> </li> </ul> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p style="text-align: center;">Say No to Dowry</p> </div> <p><b>To know more on it, contact –</b></p> <p style="text-align: center;"><i>Ministry of Social Welfare Govt. of India 25, Gandhi Marg New Delhi- 110001</i></p> </div>

7	<p><b>Format of a Poster</b></p> <ul style="list-style-type: none"><li>- Heading (A catchy Statement)</li><li>- B O D Y (containing the different aspects of the issue)</li><li>- Graphics</li><li>- Contact address : ( To contain both mailing address &amp; Electronic address alike- Email, Mobile No, Web Site etc.</li></ul>	<p>Heading , with category of Classified</p> <p>-Body of Classified</p> <p>-Graphics</p> <p>-Contact Address</p>

