

## Part 2

### Creating a Poster Design

A poster is any piece of printed paper designed to be attached to a wall or vertical surface. Typically posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text.

Posters may be used for many purposes. They are a frequent tool of advertisers (particularly of events, musicians and films), propagandists, protestors and other groups trying to communicate a message.

Posters are designed to be both eye-catching and convey information.

According to French historian Max Gallo, "for over two hundred years, posters have been displayed in public places all over the world. Visually striking, they have been designed to attract the attention of passers-by, making us aware of a political viewpoint, enticing us to attend specific events, or encouraging us to purchase a particular product or service."

Posters may be any size. And there are different type of posters based on the purpose and the target audience. Those are: Political posters, Film & Movie posters, Event posters, Educational posters, Travel posters, Sports posters, Music/Concerts/Band posters, Posters for Social cause, Affirmation/Motivational posters etc.

At poster sessions there is intense competition for audience attention. In their first 3 seconds your audience will determine whether to stay and explore your content or leave. If they stay you have 30 seconds to secure their attention by conveying an overall understanding of your subject matter.

" So carrying the message with minimum elements is the key ".

When you design a Poster it is very important that your Poster is intended to the target users and is it carrying the perfect message.

This will help you to decide on the requirements on presenting your poster ie what size the poster to be designed depending on the place that it is displayed.

Once if you are clear with these points you can decide on how best you can organize the information to be carried in the poster.

The key point to be remember is that the poster shouldn't be conjoined with too many elements. It should have minimum elements a headline, supporting text or copy, a visual/image and the logo providing good breathing space around these elements.

So lets start preparing a simple poster of A3 size. In this case we can make use of the logo from the previous exercise ie The Coffee Shop. So since the poster is meant for a coffee shop make sure you have some images related to coffee (coffee beans, a cup of coffee etc).

Its always a good habit that you first do some scribbles on how to place the elements in the poster as it helps in doing the final design quickly.

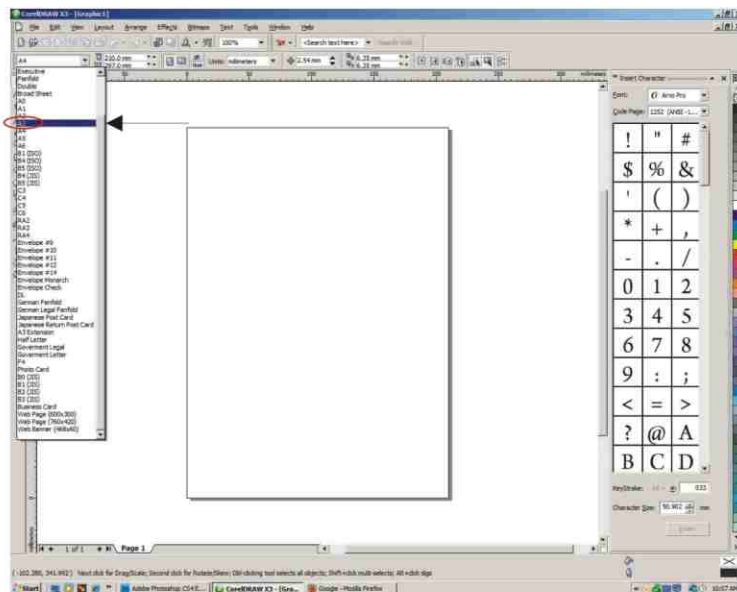
# Designing in CorelDRAW

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The figure shown beside is the rough scribble done on paper. The elements arranged here are simple. A headline, an image, some text and the logo.

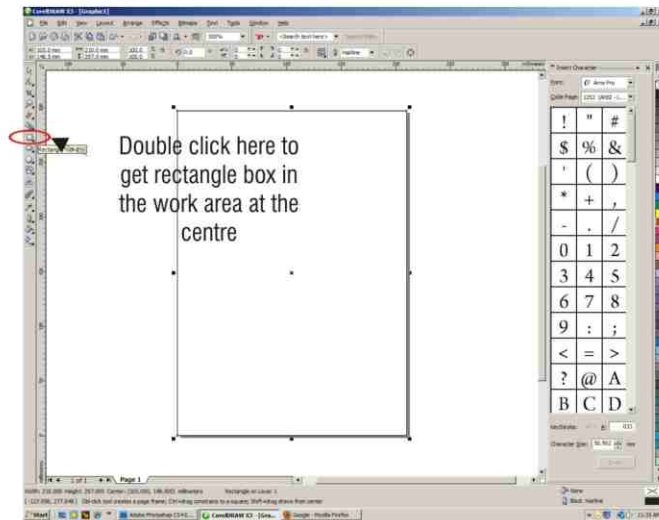
So let's get on to the actual design. First take a new document and mention the size you would like to give to the poster in the property bar.



Now double click on the rectangle box to get a box in the work area

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Now import an image and scale it to the 3/4th size of the document and powerclip it to the box. Click on import button in the toolbar or press ctrl & i keys simultaneously to import an image to the work area.



click here to import

click here and browse the folder where you had saved your files



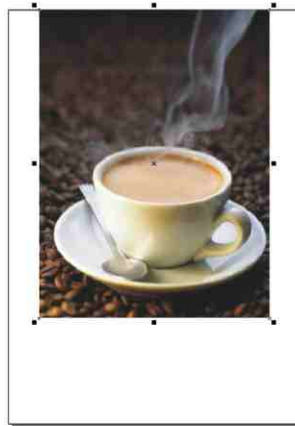
and click here to get the file



once you got the image on to the work area, select the image and scale it to the size you want and centre align to the box leaving some space to the left and right of the image.

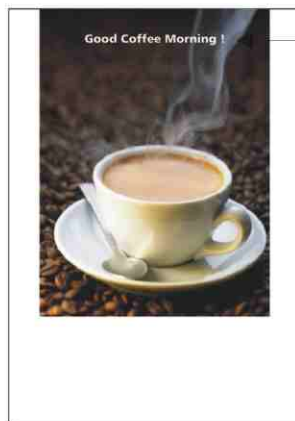
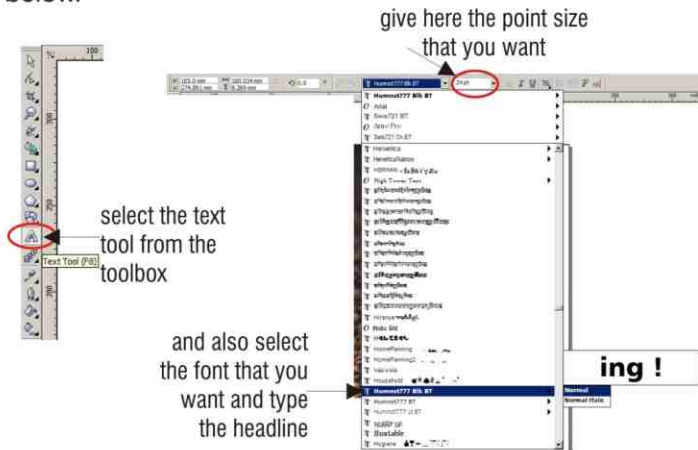
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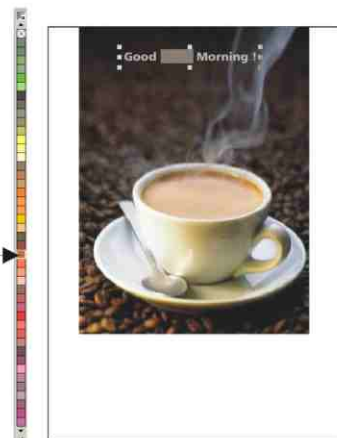
once you scaled align it to the top and centre of the box. select the image and then holding the shift key select the box. now press 'c' key in the keyboard to centre align and press 't' key to top align.

Now get the headline typed and place at the centre of the image at the top leaving some space from the top as shown below.



now select the headline typed and give white colour from the colour palette which is at the right side of the window

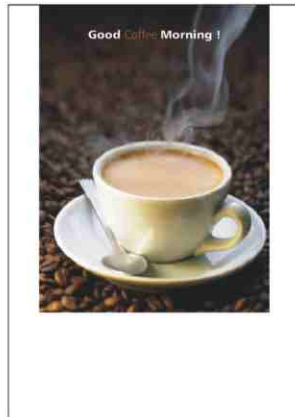
to add some variation in the headline change the middle word coffee colour to a different colour and some variation in the font look by making it light





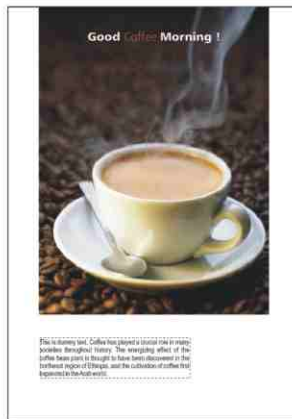
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now select the font and select the image or box and press 'c' key in the keyboard to centre align the headline

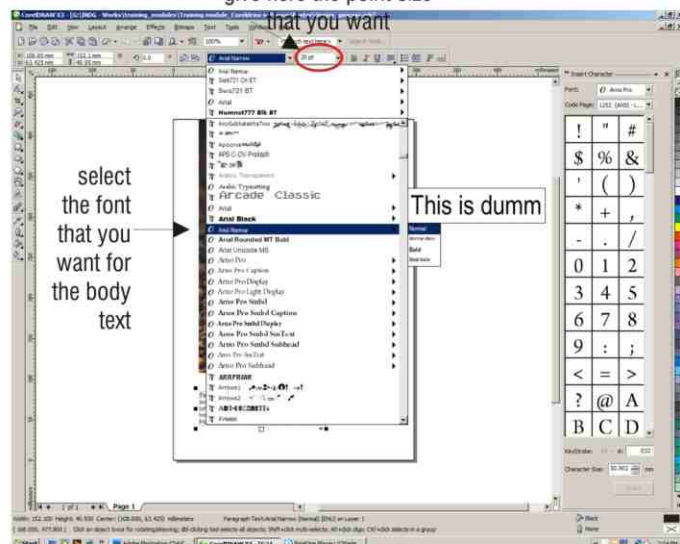
Now get typed the supporting text or the body text and also get the logo and place it according to the scribble done.



type the necessary text or import the text if it is already typed from MS Word. ensure that the text shouldn't be more than 4-5 lines. because if the text is more viewer may not read.

the text should be medium point sized say around 24 - 30 pt size and a simple font say in this case Arial Narrow.

give here the point size



Now add a black box to the left and right of the body text starting from the end points of the actual box leaving some space between the black box and the text as shown in the scribble

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select the rectangle tool from the toolbox

draw the box to the exact height of the text and align it to the actual box



select the box and press + key in the key board to duplicate it. now place this box to the right of the text and drag it until it is attached or aligned to the actual box.

Now get the logo and place it to the centre of the right vertically centre aligned to the black box as shown below.



click here to import

click here and browse the folder where you had saved your logo



click import

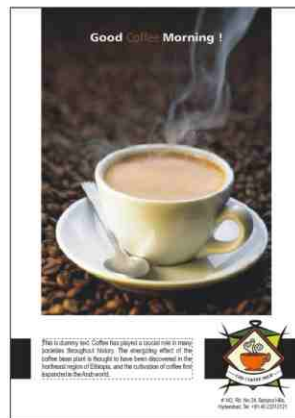
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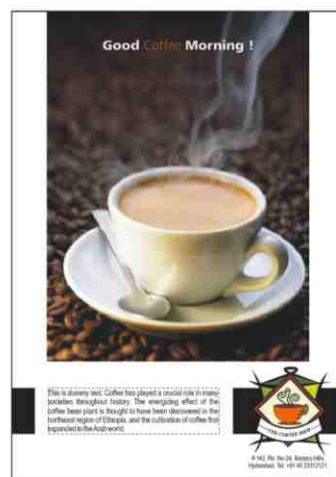


after you import the logo to the work area align it to the box by pressing the key 'c' from the keyboard to horizontally align and 'e' to vertically aligning centre to the box. If you feel the logo is smaller the size that you want then scale it to the size you want by selecting any one corner and scale it to the size you want.

So now all the elements are placed according to the scribble created. If you want to give the address you can place it below the logo or if you dont you can avoid that.



if you want to give the address, get the address typed in Arial Narrow font with a point size of around 16 pt.



So this is how a poster is done. If you look at the design its a very simple design with minimum elements. The major catching point will be the visual (a cup of coffee) which tempts the viewers attention. And a simple short headline which goes with the visual and a small copy supporting the headline.

For more clarity on the design watch the video of this exercise.