


CHAPTER NAME: POSTER MAKING

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

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| 3 | <ul style="list-style-type: none"> ➤ Section –B of the question paper will have one compulsory writing of short-answer category, like Advertisement, carrying 4 marks. ➤ As alternatives to Poster writing are Notice writing, Advertisement, Invitations and Reply to invitation are also set in the question paper. |
| 4 | <p>Marking Scheme</p> <ul style="list-style-type: none"> ➤ Advertisement, carries 4 marks, with the following distribution. <ul style="list-style-type: none"> - Format - 1 mark - Content - 2 marks - Expression - 1 mark |
| 5 | <p style="text-align: center;">LAYOUT</p> <ul style="list-style-type: none"> • It should be eye-catching • Slogans, quotations or jingles should be used • Some attractive sketches or visuals (very few) should be used • Different fonts and shapes should be used |
| 6 | <p>A Sample Poster</p> <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%;"> <p style="text-align: center;">DOWRY- A PUNISHABLE CURSE</p> <ul style="list-style-type: none"> - It is not only illegal, it's immoral too. - As an Evil, it causes, <ul style="list-style-type: none"> - Undue mental pressure on the bride and her family - Death of the bride - Inhumanity on the part of the groom's family <div style="text-align: center; margin: 10px 0;">  <p>Say No to Dowry</p> </div> <p style="text-align: center;"><u>To know more on it, contact –</u></p> <p style="text-align: center;"><i>Ministry of Social Welfare Govt. of India 25, Gandhi Marg New Delhi- 110001</i></p> </div> |

ODM

Format of a Poster

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