

POSTERS
THAT
POP!

HOW TO GET THE ATTENTION YOU WANT!



**WHY DO WE
MAKE
POSTERS?**

ADVERTISE

- When advertising an event, what information **MUST** be included?
 - **WHO-** who is this event for? Students, parents, school wide
 - **WHAT-** what do we want people to do? How is someone successful?
 - **WHEN-** when is the event? Time, date, day
 - **WHERE-** is there a specific location to check in?
 - **WHY-** why should people participate?
- **REMEMBER-** ALL OF THE ABOVE ITEMS NEED TO BE CLEAR AND EASY TO FIND!

ENCOURAGE

- Do you even post anything to spread a message?



**MORE THAN
JUST A
POSTER...**

... AN INVITATION!

- Posters invite (and even encourage) in your event.
- If students know about your events, students and parents are more likely to participate!
- If your advertisements are attractive, people already develop a positive association with upcoming activities!

...ANNOUNCEMENTS!

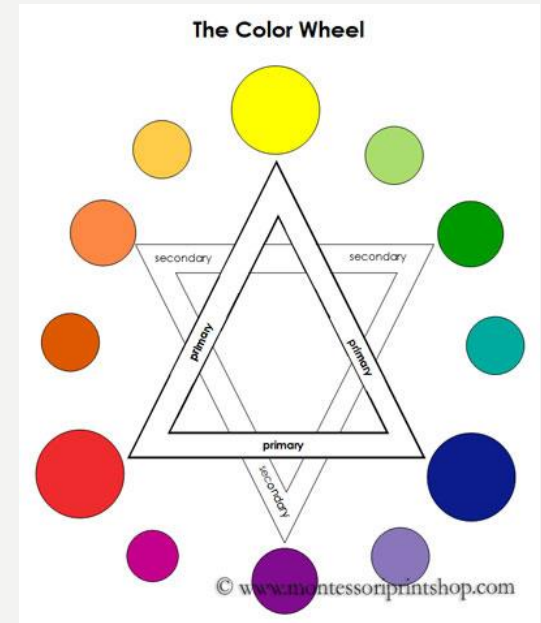
- How do you spread the word on your campus?
- Posters come in a variety of sizes...
 - Full wall (6 feet x 8 feet)
 - Window (3 feet x 3 feet)
 - Flyer (8 ½ inches x 11 inches)



**SO NOW TO
MAKE THE
POSTER...**

BANG FOR YOUR BUCK!!!

- Make sure your posters POP!!!
 - Use opposite colors
 - Contrasting colors on the color wheel
 - How about a 2 inch x 2 inch poster?
 - Post- its, anyone???
 - Make the shape of your poster reflect your activity!
 - Football for Powder Puff
 - Crown for Homecoming Royalty



LOCATION, LOCATION, LOCATION!!!

- Where are the most highly populated places on your campus?
Are you advertising there?
 - Office, bathrooms, hallways
- Get creative with your placement!
 - Use all available space-
 - Ceilings
 - Floor
 - Bathroom stall doors and mirrors

INDOOR POSTERS...



OUTDOOR POSTERS...



CLASSROOM INDOOR FLYERS

**Life Is your Journey...
Travel Drug Free**

Find Mission Week Spirit Week Schedule



*Monday- Journey Back
in Time*

Tuesday- Journey to
the Zoo



Wednesday- Journey to
Halloweentown

THURSDAY- JOURNEY
TO DISNEYLAND



*Friday - Journey
Around the World*

KEY POINTS TO REMEMBER

Larger is better if there is space

Be Neat and Clean.....don't use yellow for writing, even on white paper!

Rough draft first, should be approved by advisor or committee chair!

Spelling.....this represents you and all of us!

As few words as possible but still getting the point across.

Creativity, Colorful, Unique.....think about what is going to catch students' eye

Show final product to advisor/ committee chair and where will it go.

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