

Chapter 8 Outline:

Chapter 8: Posters

A poster is a two-dimensional, single-page format

- Used to inform (impart information, data, schedules, or offerings)
- Used to persuade (promote causes, places, events, candidates, propaganda, celebrities, brands, commodities, or groups)
- Produced in multiples and (usually) widely circulated
- Often seen concomitantly around town by the same viewer

The purpose of any poster is to communicate a message.

In order to communicate a message, first, a poster first must grab a viewer's attention.

History:

Broadsides preceded posters.

- Used to communicate ephemeral information – make announcements, publicize news and events – as well as to promote merchandise

By 1900, colorful posters won over viewers and artists, alike.

Ever since, the public has embraced posters as both visual communication and art objects worthy of display in their homes and offices.

Poster Context:

- Posters must be designed with context in mind.
- A poster competes for attention with surrounding posters, outdoor boards, neon signs, and any other visual material.
- Sometimes posters are applied as barricade posters, used in multiples.



Posters Design firm: Morla Design

Poster Communication:

Reflecting Content A poster's design could reflect the subject matter.

Individuality A viewer may identify with a poster as an expression of individuality.

Art Object Many consider some posters to transcend visual communication to become objects of art.

Emotional Connection As memorable communication, posters have the potential of making emotional connections with the audience.