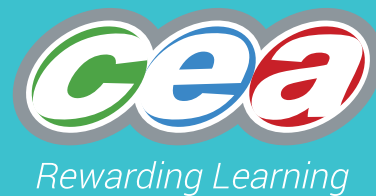


GCSE



CCEA GCSE
POSTER HELP SHEET

Business and Communication Systems



For first teaching from September 2017

Factsheet – What makes a good poster

Many people think that creating a poster is very easy, just open up a computer package and away you go. It isn't that easy and before you start you should always make sure that you have a good understanding of what the purpose and who the target audience for the poster is.

Remember, in examination conditions don't get drawn into the design, colour etc and forget about the information. Remember, that it is for a target audience and it may not be what you would create for yourself, but what is needed for the target audience.

- **Simple** – include all information, but keep it simple and not too cluttered
- **Readable** - all information is of a size / font that can be read, don't use a font etc which can be difficult to read
- **Visible** – make sure that the poster can be read when it is put up on a wall, so be careful with your text
- **Attention** – make it eye catching so that it appeals to the target audience
- **Consistency** – be consistent with your text, colours, styles etc throughout
- **Accurate** – all text should be accurate and free from any grammar or spelling mistakes
- **Balance** – it's all about balance where poster design is concerned. Do not make one end of the poster too 'heavy' with information. Divide the entire design into two halves and evaluate the importance of each between images and text
- **Layout** – make sure that the whole page is used and effective use is made of white space
- **The audience** – make sure that you take into consideration the audience before you start so that all text, styles and images are appropriate
- **Graphics** – when using graphics make sure that quality is maintained eg when you are resizing graphics make sure that they are not distorted
- **Test** – always test your poster out with the target audience to make sure that the meaning has been conveyed correctly

The golden rule for graphic designers when creating a good poster is that there should never be **more than two of anything (not including the title)**! This basically means that unless it has been asked for by the client that you should have no more than two:-

- **Colours**
- **Styles**
- **Fonts**
- **Graphics**

Question – Summer 2015

Introduction

Belfast College is a secondary school. Both boys and girls attend the school. Mr Wilson is a teacher in the school, and he is organising a school trip to Paris. The school trip is for pupils in Years 8, 9 and 10 only. He will be accompanied by another teacher, Mrs Cowan, on the trip.

Some details of the trip are as follows:

Destination:	Paris, France
Dates:	1 – 8 July 2015 (inclusive)
Cost:	£450

Task 1

Mr Wilson wants a poster, to be displayed throughout the school, advertising the school trip.

The poster **must** include the following information:

- Destination of the school trip
- Dates of the school trip
- Cost of the school trip
- Two images, appropriately placed

- (a) Produce an effective A4 poster which includes the essential information. [5]
- (b) Include two other pieces of appropriate information on your poster. [2]
- (c) Use effective fonts, styles and design features in your poster. [6]
- (d) Save this document as **Poster**. Print one copy of the poster. Label the printout **Poster**. [1]

[14]

Mark Scheme

- (a) [1] mark for each piece of essential information included: destination; dates; cost; two images [5]
- (b) Other appropriate information included, e.g. Mr Wilson's name; Years 8, 9 and 10 only [2]
- (c) Effective design features, e.g. wordart; border; alignment; shading; table; shapes; [3]
Effective fonts and styles, e.g. bold; italics; capitalisation; underline; [3]
Font size, e.g. 12, 14, 18
Font style, e.g. Arial, Times New Roman
- (d) A4 printout [1]

Answer – Example 1

School Trip
to Paris

MAY 1 - 8 JULY 2015

Cost £450

ACT QUICKLY
PLACES
GOING FAST!

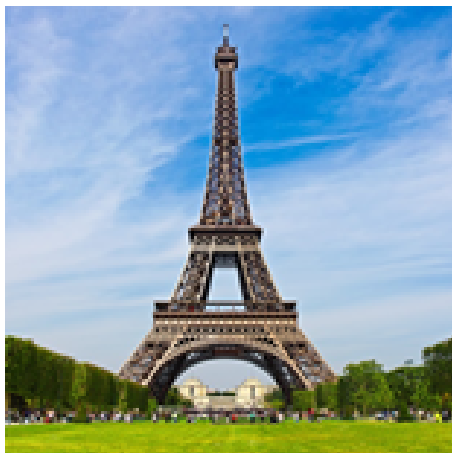
Example 1 Marked 9/14

Marks Awarded

- (a) Has in Destination / dates / cost / image (lost mark for having 3 not 2 images) 4/5
- (b) Has included only 1 piece of information (lost mark for not having second piece of info) 1/2
- (c) Used Wordart / Border/ Alignment/ (lost mark for font colours and styles being too messy and not good design features for a poster, another mark lost as some of text size is too small or font poor which means that it is very difficult to read, lost mark for no bold, italics, capitalisation or underlining) 3/6
- (d) Awarded mark for printout 1/1



Paris School Trip 2015



1 - 8 July

Open to all!

Cost £450

If interested see
Mr Wilson in room S9 for
further information



Act quickly.....places are going fast!!!

Example 2 Marked 14/14

Marks Awarded

- | | |
|--|-----|
| (a) Has in Destination / dates / cost / two images | 5/5 |
| (b) Has included 2 piece of information | 2/2 |
| (c) Used Wordart / Border/ Alignment/ Good design features / Bold / Appropriate fonts and styles | 6/6 |
| (d) Awarded mark for printout | 1/1 |



Appropriate fonts and styles and good design features

For Alignment



For additional Information



Paris School Trip 2015

1 - 8 July
Open to all!

COST £450

If interested see
Mr Wilson in room S9 for
further information



Act quickly.....places are going fast!!!

For Border



or Image



For additional Information



For Printout