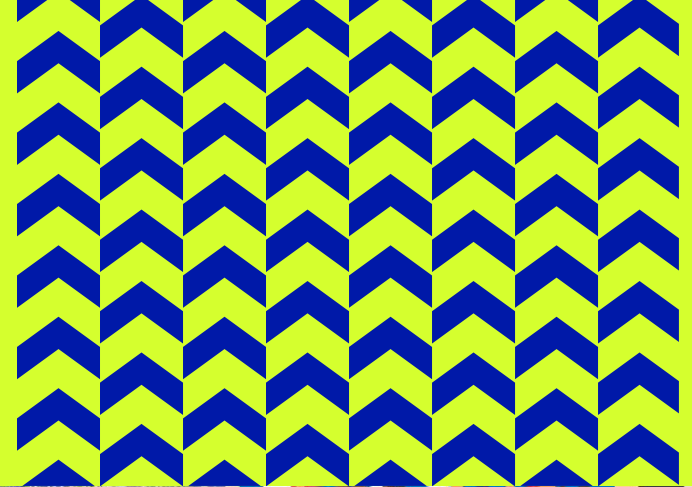




TfL EXPLORERS



How to make a poster






Road Safety- Poster Competition!

Take Part! Get Creative!

Insert competition dates



1. Choose a road safety rules theme: how to cross the roads safely, avoiding distractions, or being bright and seen

2. Submit your design to (insert teacher name) by (insert end date)
There will be prizes!!




Road Safety Poster Competition!

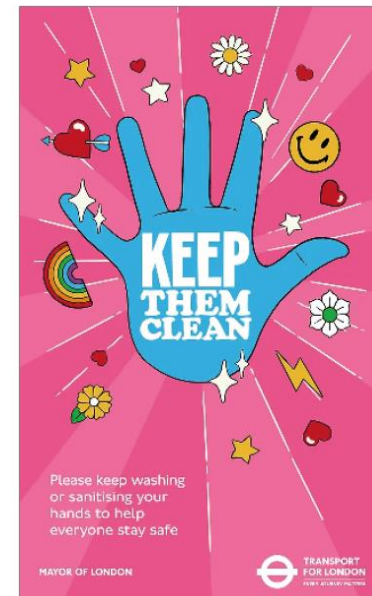
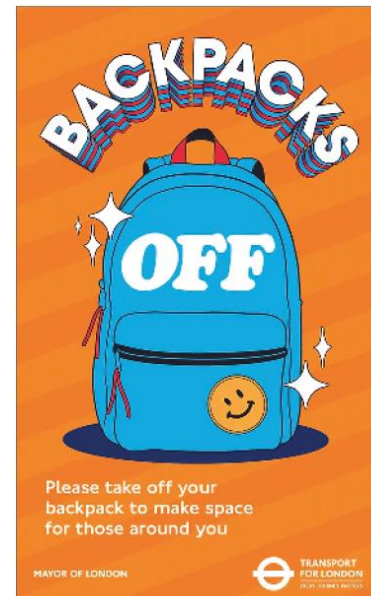
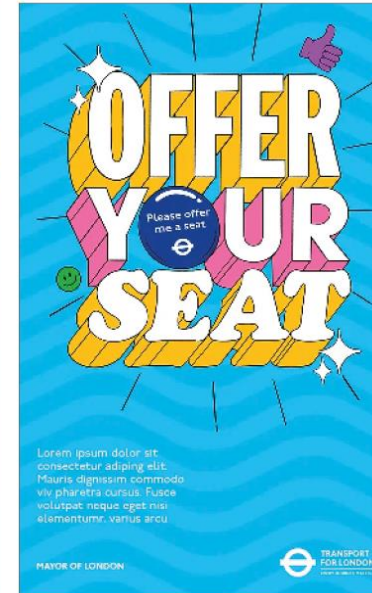


Your Challenge- To design a poster that promotes road safety to your school community. Think about:

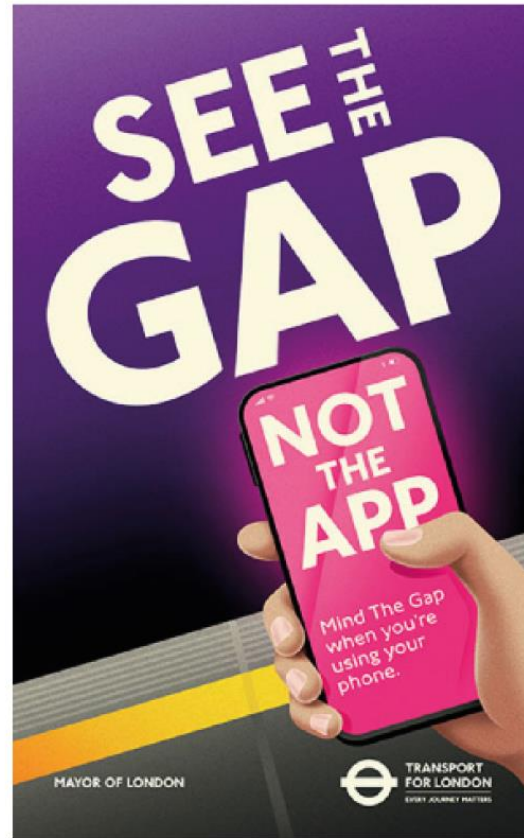
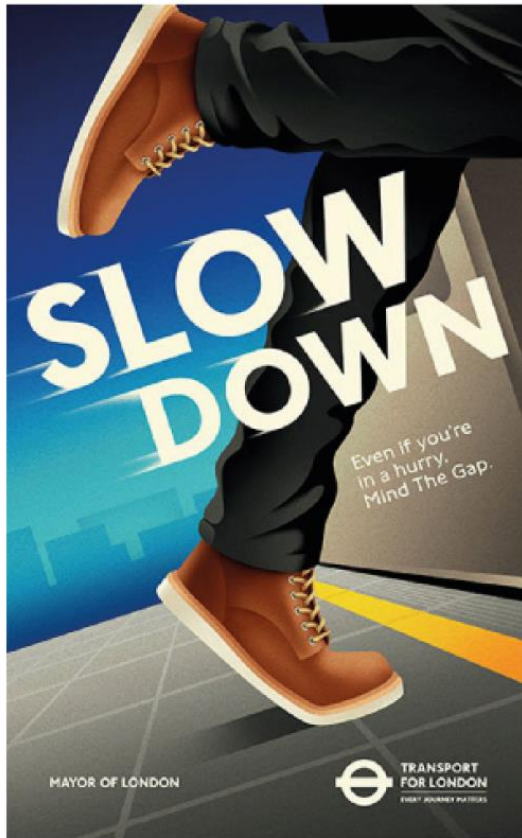
Let's think about some ways to make your poster stand out!



Why do we use posters?



Most posters use the same 3 important design features, can you guess what they are?

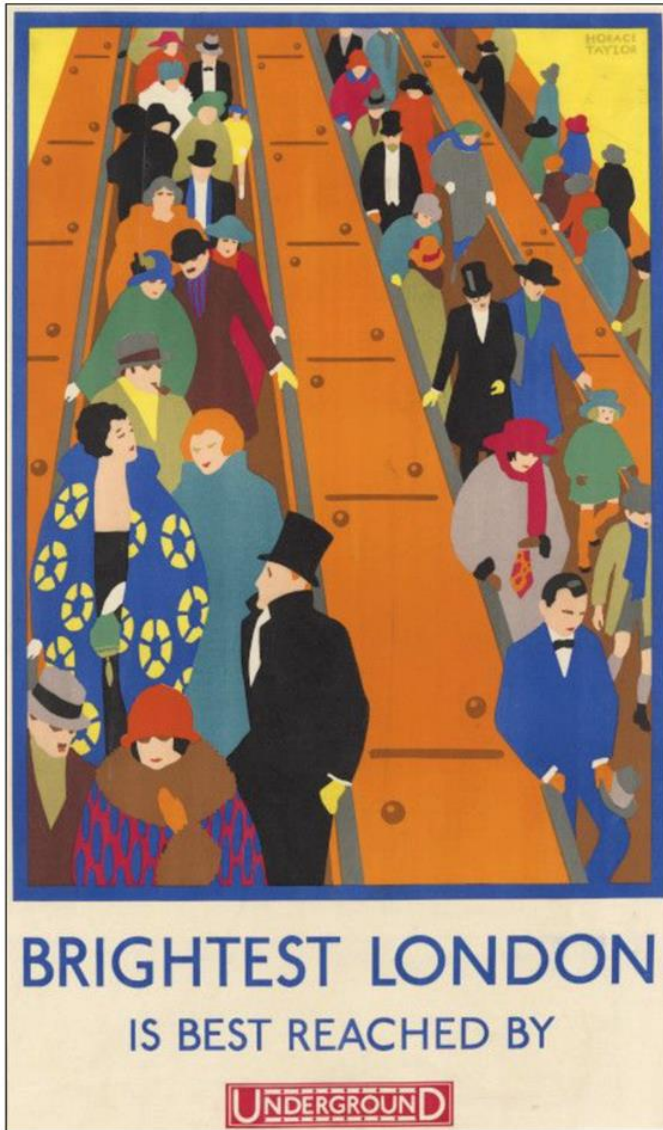


Colour

Image

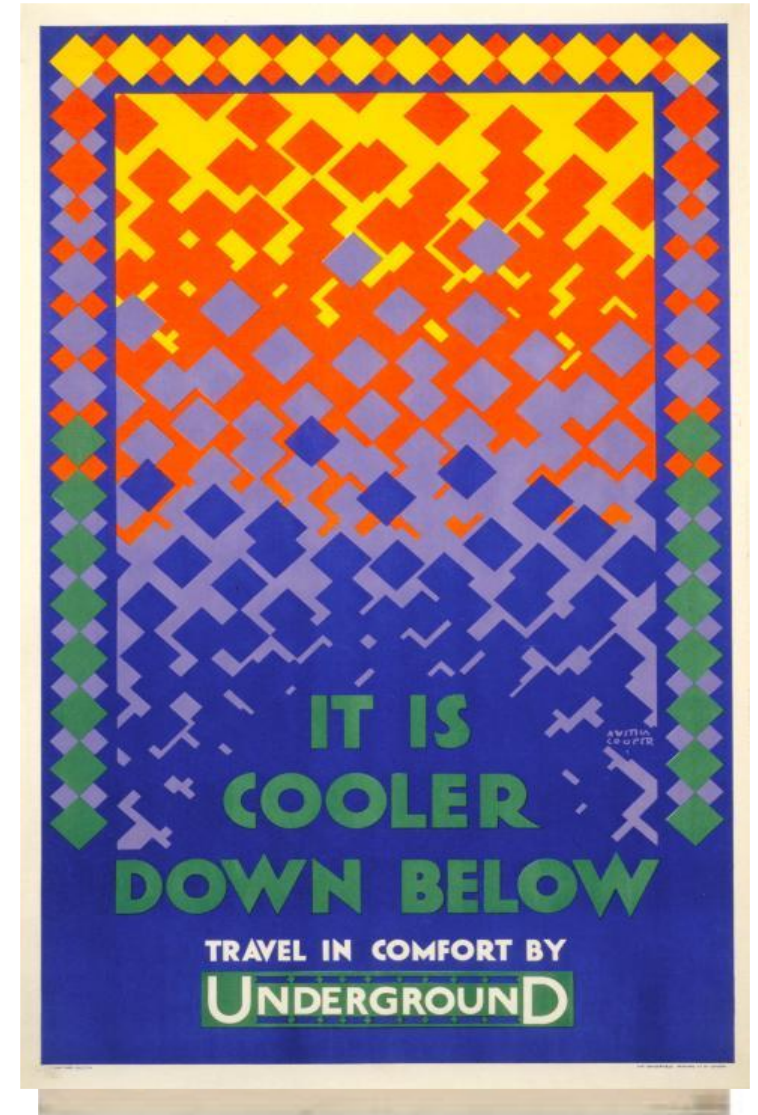
Text

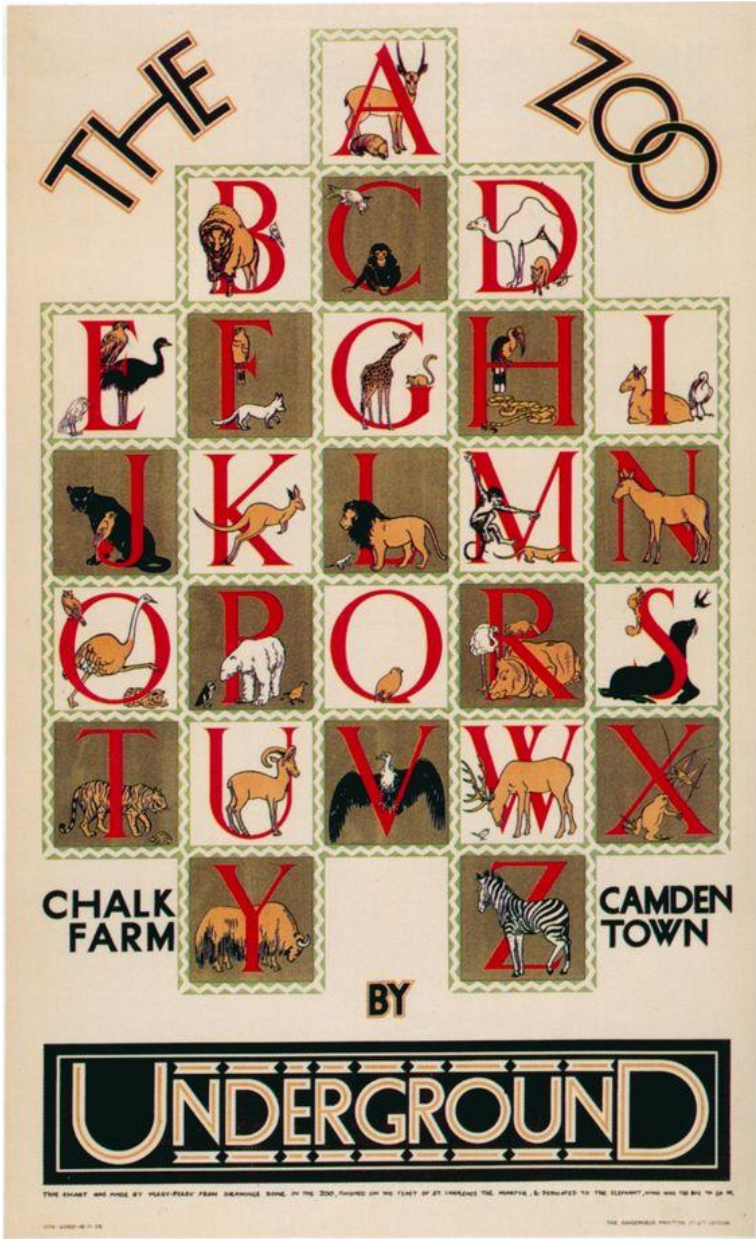
Why are these elements so important?



Colour

What do you see in the
 Do these black and white
 How many colours can you
 posters, have less impact
 posters, how do they
 because of colour choices?
 illustrate your message?





Image

Posters about the same topic can look completely different!
Can you see that this is about the same message?
What are the posters saying?
Why are you going to the zoo?
Get creative with your design!



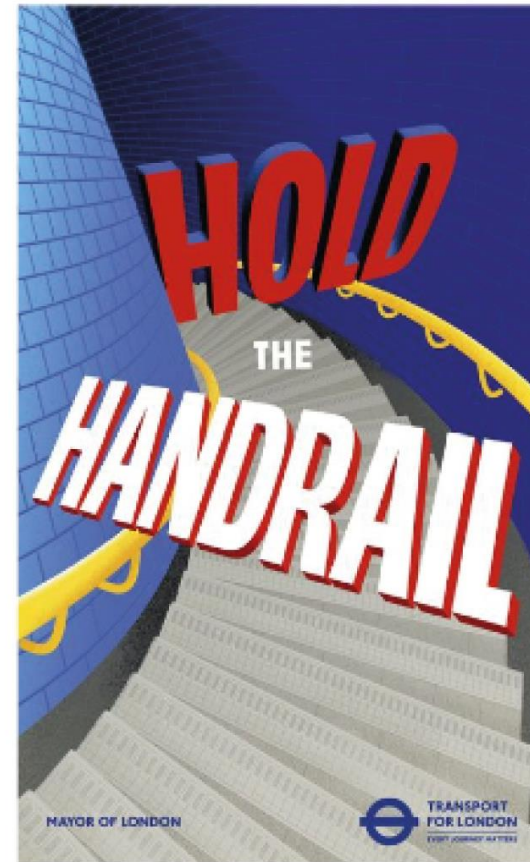
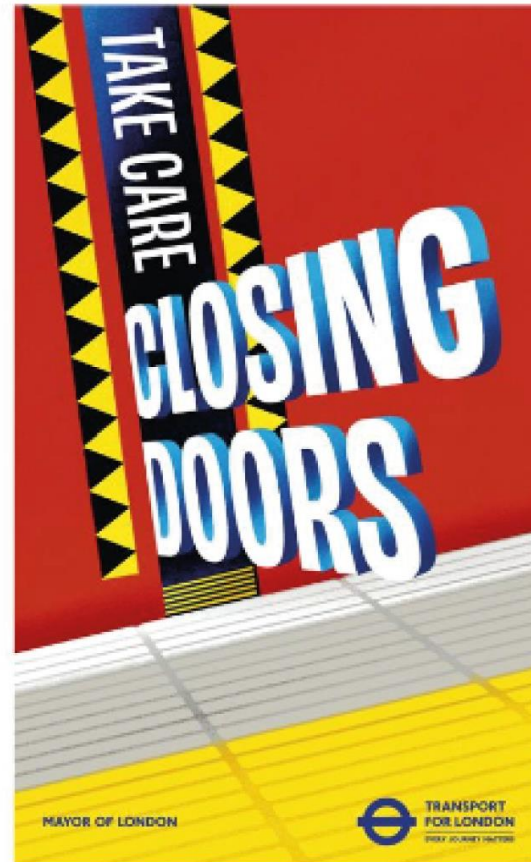


Text- Can you guess the message in this poster without the text??

Why is text important on a poster?



Text



You can use different text designs to help the poster stand out!



Techniques

There are lots of ways you can create a poster!
You can paint, or draw, collage, use
photographs, you could even use a mixture of
all these techniques!



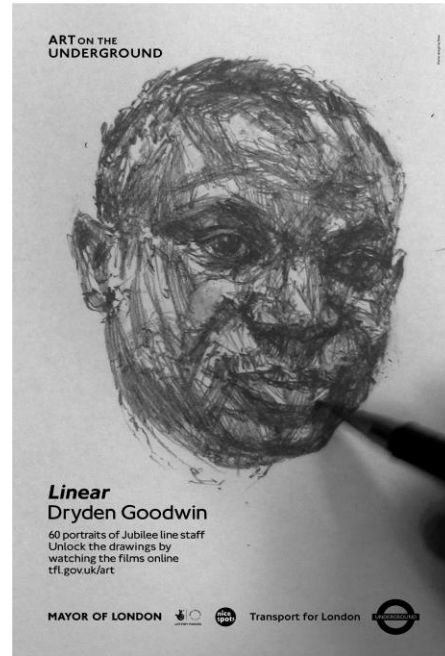
Examples



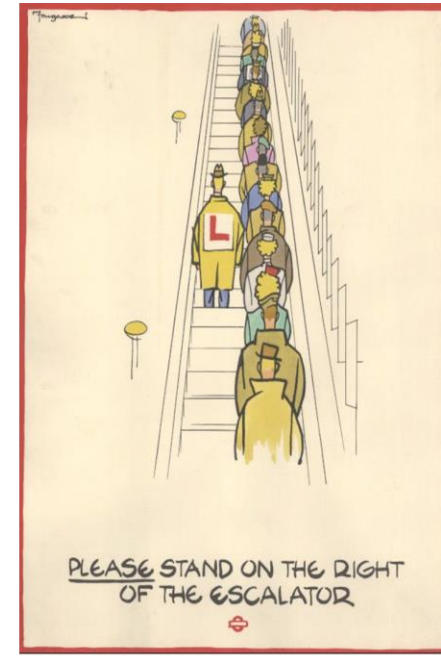
Paint



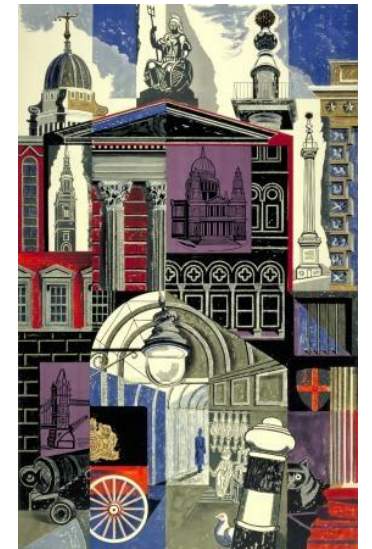
Photography



Drawing



Mixed (paint & ink)

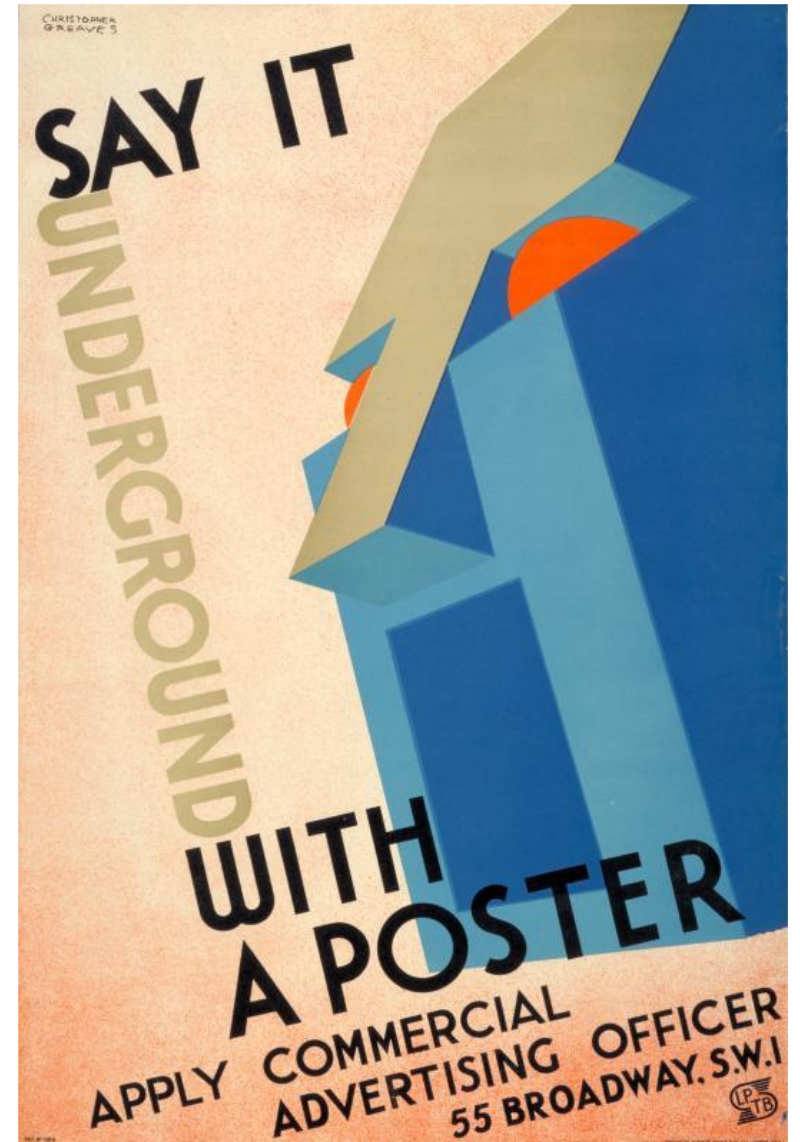
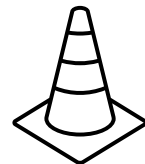
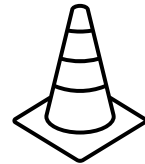
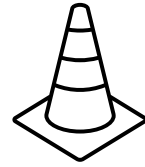


Collage

Road Safety Poster Competition!

Your Challenge- To design a poster that promotes road safety to your school community. Think about:

- ◆ Theme – What road safety message do you want to focus on? (*Stop look listen think, Be bright, be seen etc*)
- ◆ Audience – Who is it for? (*Parents? Pupils? Everyone?*)
- ◆ Text – What words/message will you use?
- ◆ Colour – What colours will be eye catching?
- ◆ Images – What images will have the most impact?
- ◆ Do the text, colours and images work well together?





**TfL
EXPLORERS**



Let's get creative

Good luck!

