

Create and Design a Campaign Poster

OBJECTIVE:

To create a poster for a political campaign

PROJECT OVERVIEW:

When it comes to making a point, few methods of persuasion are as effective as campaign posters, whether they are advocating a political issue or promoting a candidate running for public office. The eye-catching combination of a large graphic image and a simple, straightforward message can have the power to instantly influence a voter's opinion. In this project, you will use your desktop publishing software to create a poster that supports either a political cause or candidate running for office.

GET TO KNOW WHAT YOU'RE DESIGNING:

The key to formulating a successful poster design is to understand that it must contain a brief and clear-cut message, and it needs to be easily understood, even if seen from a distance. Posters are typically placed in the community for public viewing and contain a graphic image that relates to the text. The primary goal of a campaign poster is to motivate an audience to act in favor of the message conveyed.

STRATEGIES AND DESIGN TIPS TO FOLLOW:

1. Keep the poster's appearance simple and the message to the point.
2. Use a font for the poster's headline that is easily read from a distance. A block-style font, such as Arial Black, is a good font to consider.
3. Create a headline that immediately conveys to the reader what the poster represents.
4. Think of persuasive text that states how your candidate stands out in a positive way from other candidates, or why your political cause is in the public's best interest. Consider using facts and statistics that can help drive home your message.
5. Carefully read through all parts included in this project. Before beginning any work on your computer, use a blank sheet of paper to sketch the layout and design of the document you will be creating.

Project #8: Create and Design a Campaign Poster (*continued*)



INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.
2. Save the file as **"Campaign Poster"** to the "Publish It!" folder.
3. Set up your document using the "Page Setup Instructions" provided on the next page.
4. Complete the "Content and Design Steps to Follow" provided below.
5. Proofread your work carefully for accuracy, design, and format.
6. Resave the file.
7. Print a copy of the document. Refer to the "Suggested Printing and Finishing Instructions" provided below.



CONTENT AND DESIGN STEPS TO FOLLOW:

1. Decide on the subject of your poster, either promoting a political referendum or a candidate running for public office.
2. Include the following on your campaign poster:
 - A large, boldface headline, centered across the top of the page
Example: "Elect John Doe for Class President"
 - A graphic image of either the candidate or something relating to the candidate or the referendum being promoted
 - A slogan or tagline to capture the essence of your campaign poster's message
 - A brief summary describing the candidate or political cause
 - A bulleted list that provides highlights about the candidate or the political cause
 - A call to action message that encourages readers to act on the message being delivered in the poster
Example: "Vote for John Doe on November 7th"
3. Add additional text and/or graphic elements to help enhance the look and design of the document.
4. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.
5. Go to Step 5 in the "Instructions" provided above.



SUGGESTED PRINTING AND FINISHING INSTRUCTIONS:

Print the poster on cardstock or colored paper.

Project #8: Create and Design a Campaign Poster *(continued)*



PAGE SETUP INSTRUCTIONS:

- # of pages:** 1
- Dimensions:** 8.5 x 11 inches
- Margins:** .5 inches on all sides
- Orientation:** Portrait

