Create a Poster- Advertisement

How could you get more people interested to know about your business? One of the ways you can promote your business is through a poster advertisement. An advertisement is a form of communication that promotes a product or service to a potential customer or client. In a business like, tutoring, jewelry making, or catering, a business person may create a poster for advertising a product or services they offer, to persuade potential customers to buy their products or utilize their services.

Look at the following example:

Optical Poster Advertisement Example

As in the example above, a Poster-Advertisement created on the computer usually has:

- An artful title that gets people interested about the poster

- A small message about the poster (event, product, service or community issue)

- A picture

- An address

- Telephone numbers and email addresses (if available)

Before you begin using the computer to create your poster, take a moment to get familiar with the **Intel® Education Help Guide**. The Help Guide provides handy step-by-step instructions for common applications right as you work.

Please refer the card - **How to Use the Help Guide**.

Steps on How to Create a Poster

A. Create an Artful Title

1. **Start the word processing software, and open a new, blank document**.

   For help, see Graphics Skill 4.1: To start the word processing software with drawing tools

2. **To help you size and position objects on the page, show the rulers and the document's grid**. To help you move and size objects with greater precision, make sure that the snap to grid option is turned off.

   For help, see:
   Word Processing Skill 6.3: To use the page grid to place and size objects
   Word Processing Skill 6.2: To show or hide the ruler

3. Think of a title for the poster. **Then, create an artful title, such as a WordArt or Fontworks title**. **Move the WordArt to the top of the page**.

   For help, see:
   Graphics Skill 9.1: To make art out of words, or WordArt
   Graphics Skill 9.2: To change the words in your WordArt
   Graphics Skill 9.3: To pick a different WordArt look or style

4. **Save your work**. Make sure you save your work after every couple of steps you complete.

   For help, see Word Processing Skill 1.7: To save a word processing document for different uses

B. Draw a Text Box

1. **Below the title, make a text box that runs the width of the page**.

   For help, see Graphics Skill 7.1: To make a box so you can add words to a drawing

2. **Save your work**.

C. Type Words in Text Box

1. **Type a few lines about what your poster contains. Change the look of the words as you wish**.

   For help, see:
   Graphics Skill 7.2: To type words into a text box
   Graphics Skill 7.3: To select or highlight words in a text box so you can make changes
   Graphics Skill 7.4: To pick the letter design or font of words in a drawing
   Graphics Skill 7.5: To make the words in your drawing bigger or smaller
   Graphics Skill 7.6: To change the style of words in a drawing
   Graphics Skill 7.7: To change the color of words in a drawing

2. **Save your work**.

D. Make Changes to Text Box Border

1. **Change the line style, color, and width of the text box border**.

   For help, see:
   Graphics Skill 7.12: To change the line style of a text box border
   Graphics Skill 7.10: To add a color border around a text box
   Graphics Skill 7.11: To change the width of a text box border
   Graphics Skill 7.14: To add a fill color inside a text box

2. **Save your work**.

E. Add a Picture

1. **Add a picture or several pictures in the desired location on the page**. You might insert a clip art picture or use your own picture. Or, if you prefer, you can use the drawing tools to create your own picture.

   For help, see:
   Graphics Group 1: Getting to know the Graphics Software (Note: This group name will change depending on the Help Guide version being used.)
   Graphics Group 2: Painting Shapes and Lines
   Graphics Group 5: Using the Drawing Tools
   Word Processing Skill 5.2: To add a picture you have already made and saved on your computer
   Word Processing Skill 5.1: To add premade computer pictures, or clip art
   Word Processing Skill 5.3: To add a picture you have copied from a Web site or another document

2. **After you have added your pictures, change its text wrapping**.

   For help, see Word Processing Skill 5.4: To change the way words flow, or wrap, around a picture

3. **Resize and move the picture as needed**.

   For help, see:
   Word Processing Skill 5.5: To make picture bigger or smaller
   Word Processing Skill 5.6: To move a picture

4. **Save your work**.

F. Draw Shapes

1. **To make the poster more interesting, draw a decorative shape, such as a star or a banner, in an empty space.**

   For help, see Graphics Skill 5.9: To draw fancy arrows, stars and other shapes

2. **If available add a texture, pattern, or gradient fill effect to the shape**.

   For help, see:
   Graphics Skill 6.11: To fill a shape with a colorful pattern
   Graphics Skill 6.12: To fill a shape with an interesting texture effect
   Graphics Skill 6.13: To fill a shape with colors that blend together, or a gradient

3. **You can also rotate the shape if you think it will look nice**.

   For help, see Graphics Skill 8.6: To spin or rotate an object in a drawing

4. **Save your work**.

Poster-Advertisement

G. Draw a Text Box

1. **Inside the shape, draw a text box**.

   For help, see Graphics Skill 7.1: To make a box so you can add words to a drawing

2. **Save your work**.

H. Type Words in Text Box

1. **Type a catchy phrase about what your poster contains. Change the look of the words as you wish**.

   For help, see:

   Graphics Skill 7.2: To type words into a text box

   Graphics Skill 7.3: To select or highlight words in a text box so you can make changes

   Graphics Skill 7.4: To pick the letter design or font of words in a drawing

   Graphics Skill 7.5: To make the words in your drawing bigger or smaller

   Graphics Skill 7.6: To change the style of words in a drawing

   Graphics Skill 7.7: To change the color of words in a drawing

2. **Save your work**.

I. Make Changes to Text Box Border

1. **Remove the text box border**. You can also fill the text box with color.

   For help, see:

   Graphics Skill 7.13: To remove a border from a text box

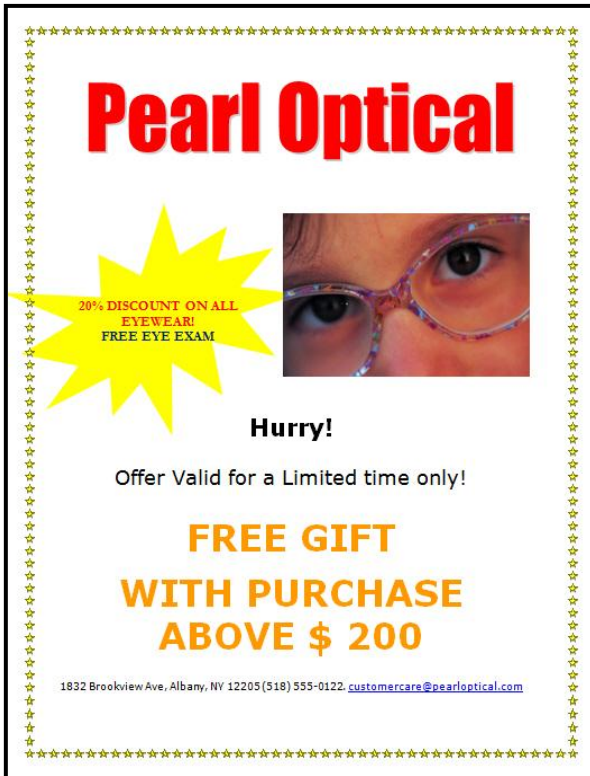   Graphics Skill 7.14: To add a fill color inside a text box

2. **Save your work**.

J. Poster Challenge (Optional)

1. **Add a colorful page border to the poster**.

   For help, see Word Processing Skill 6.12: To add a border around the edges of a page

2. **Save your work**.

Optical Poster Advertisement Challenge Example

Review Your Work

Look over your poster- advertisement. Make sure it has the following elements:

- A title that tells people what the poster is about

- A small message about the poster

- A picture that shows something important about the poster

- An address

- Telephone numbers and email addresses (if available)

If any elements are missing, add them to the poster- advertisement now. You should also make other desired changes. Remember to **save your work** when you are finished.

Poster-Advertisement

Optional: Print Your Poster - Advertisement

1. **Preview your poster before you print it**. **Set up the document so it prints sideways, or landscape**.

   For help, see:
   Word Processing Skill 1.2: To use the Menu (Ribbon) bar
   Word Processing Skill 1.3: To use the Standard (Quick Access) toolbar
   Word Processing Skill 6.4: To setup a document so it prints sideways, or landscape
   Word Processing Skill 6.18: To see how a document will look before you print it

2. **To print your poster, click File**. **Then, click Print**. A Print window pops up.

   Note: For Microsoft*Office 2010 users, when you click the File tab, you will notice a Backstage view.

3. **To select the printer you want to use, click the arrow in the Name or Printer list and select the printer**.

   Note: You will notice that the box has a drop-down menu or a list which allows you to select one option from several printer choices. If there is a drop-down menu, just click on the down arrow and move your cursor to the option you would like to choose. If a list is displayed, scroll to the printer that you want. Highlight your choice, and then click on it.

4. **To select the page you want to print, place your cursor on that page and click Current Page**. **Or, click Pages, and then type the page number that you would like to print**.

   Note: If your poster covers only page 1, then by default, the page will be automatically selected for printing. You may skip this step and move to Step 5.

5. **To select more than one copy you want to print, click the up arrow in the Number of copies list**.

   Note: For Microsoft*Office 2010 users, click the up arrow in the **Copies** list.

   Note: By default, the number of copies to be printed is 1. Just click on the up arrow for more than one copy to print. Click on the down arrow for lesser number of copies to print.

6. **Click OK or click Print**.