

History of Posters  
Palais  
JEDEN ABEND  
VORFÜHRUNG

Poster  
History

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PROCHAINEMENT  
la très illustre Compagnie  
DU  
**CHAT  
NOIR**  
avec  
ses PIÈCES D'OMBRES  
CÉLÈBRES, ses POÈTES  
ses COMPOSITEURS  
AVEC  
**RODOLPHE SALIS**

Ride a  
**STEARNS**  
and be  
content

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What is a poster?

- A poster is a two-dimensional, single-page format used to inform and persuade.

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## Historical purpose of posters

- Posters became a visual communication staple with broadsides.

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## Broadsides were...

- Posters for Public Announcement.
- Printed on one side only.
- Used to issue public decrees, new laws and general announcements.

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## Broadsides were...(cont.)

- Usually they were quickly and crudely produced in large quantity.
- Distributed free in town squares, taverns, and churches or sold by chapmen for a nominal charge.
- Intended to have an immediate popular impact and then to be thrown away.

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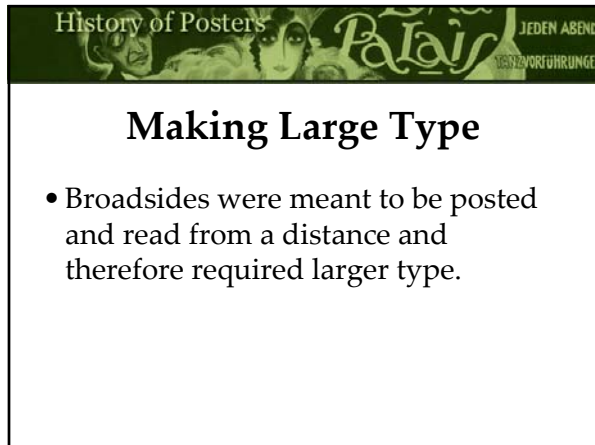
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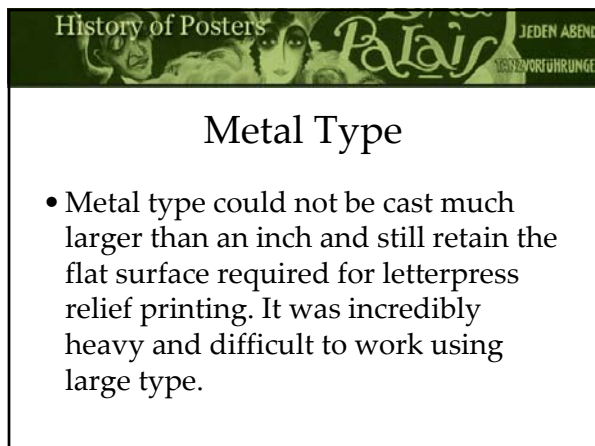
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## Why Wooden Type

- It was much lighter than Metal Type.
- In the 19th century, commercial printing was on the rise, Wooden Type was easier to utilize.

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## Why Wooden Type (cont.)

- Letters need to be produced cheaply.
- Wood provided the perfect material.
  - It's lightness, availability, workability, and known printing qualities were enhanced by its low cost.

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## Example of a Wooden Type Poster

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## Lithographic Posters

- Lithograph provided a way to mass produce posters.

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## Example of a Lithographic Poster

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## Posters as Art Objects

- Seen in homes as art.
- The most successful form of graphic design.
- Captures people's attention and hearts.

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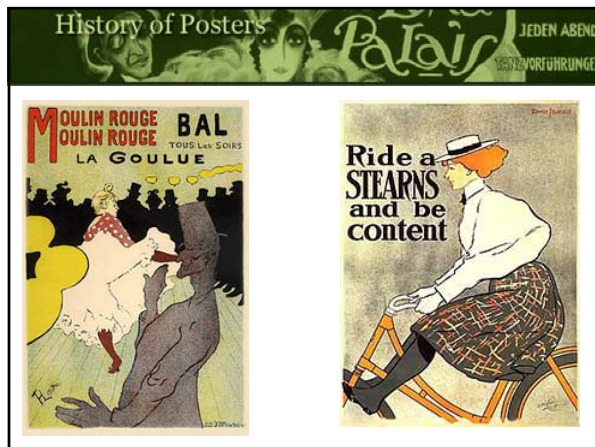
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18.30 UHR UNGE

## Posters as Expressions of Individuality

- Social Causes
- Advertisements

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## The Challenge of Poster Design

- Posters are...
  - Placed in public areas.
  - Visible from a distance.

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## Questions to ask

- Where will it be seen?
- How close will the viewer be?
- How will an application be viewed?

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## Tips

- Gain attention.
- Clearly communicate the message.
- Integrate the concept with visual elements and type.

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### Tips

- Create a design that can be seen from a distance.
- Include all pertinent information.
- Establish a clear hierarchy of information.

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### Tips

- Establish unity.
- Design appropriately for the subject, audience, and context.
- Make an emotional connection with the audience.

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