

Why Design Posters?

In the days before television and the Internet, advertisers had to think of different ways to catch the attention of potential customers.

This was where the job of the poster designer came into play: their bold, colourful displays encouraged people to travel to far, distant lands, to buy the latest product on the market, and to see the latest Hollywood offering at the cinema.

The Poster was one of the earliest forms of advertisement and began to develop as a medium for visual communication in the early 19th century. They influenced the development of typography because they had to be read from a distance and required larger type to be produced. Images used on posters were often simplified, and the designers deliberately used bright, eye-catching images, often containing very little detail.



Examples of Posters by French designer, Cassandre (1901 - 1968)

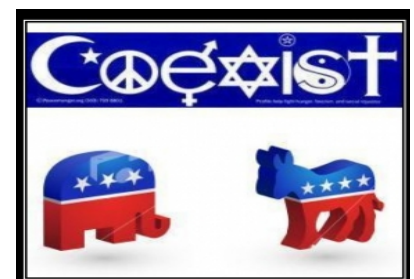
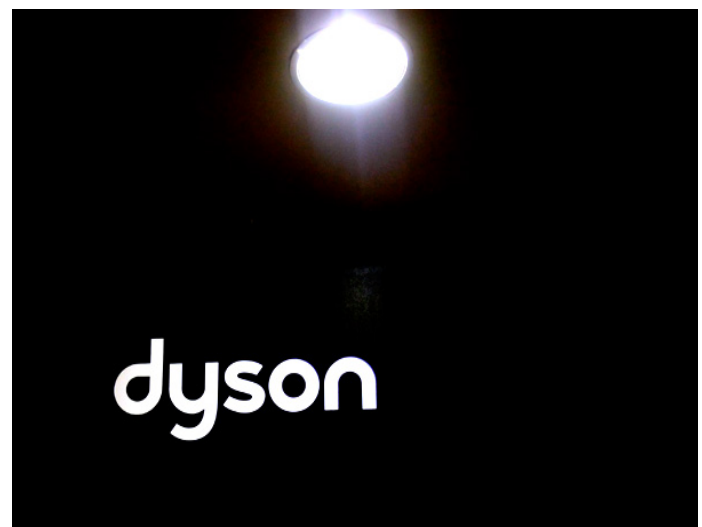
Posters were used to promote various political parties, recruit soldiers, advertise products and spread ideas to the general public. Very quickly, designers believed that it was the most effective tool for communication and their contributions to the field of design arose from the effort to perfect the poster.

Even with the popularity of the Internet, posters are still being created every single day for all sorts of reasons.



Above: early Hoover poster, which looks cluttered and very 'busy'.

Below: a single bright light tells us more about the inspirational technology behind the Dyson vacuum cleaner.



Modern Political posters are often some of the most inspiring, their meaning being clear immediately.