



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

It has texts and images which is both informative and attractive

Poster making is informative one.
It helps to learn.

When you see a poster it catches your visible senses and they are eye - catching.

Poster making is mainly used for Announcement purposes.They are like advertisements.

Postermaking is done with public interest.

Postermaking contains a lot of features.



DHANA DEVA GOWSI RAMYA
III BA ENGLISH

SBK COLLEGE

ARUPPUKOTTAI
MKUNIVERSITY
MADURAI

FIRST
MAP AN
IDEA FOR
THE
POSTER.

THEN
CREATE
THE
CONTENT
NEEDED.

LAST
DESIGN THE
POSTER AS
EXPECTED.

Buyers will feel curious about the poster.

Poster attracts the audience attention.

Poster creates an interest and makes buyers to give opinion.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?