

POSTER PRODUCTS

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Since 1840s we have a great possibility to see many posters everywhere. Posters are designed to be both eye-catching and informative. This kind of add remains one of the most effective way to sell production over time. So poster product is a significant part of graphic design today.

In order to understand the goal and diversity of poster we have to discover its history .[1] By the 1890s, poster art has advertised everything from bicycles to bullfights. But there were also cases when poster was used for propagation. The first widespread use of illustrated posters for political aims occurred during the First World War. Except this posters were used for advertising new films, important events or the forthcoming box fight. Since 1970s band and music posters that had pictures of popular rock bands and artists were spread.[2] Affirmation posters refer to decorative posters that are meant to be motivational and inspirational. Because of their wide variety posters have great popularity and usability. The main goal of posters is to convey the idea to the viewer and to show it clearly.

Today posters play a slightly different role. As before, they can be used for promotional or educational purposes. But apart from that many others appeared. First of all, it's versatile and affordable material for decoration of premises. Currently one can purchase a poster for any interior and choose any color and any subject. However if still there is no suitable ready-made option, it is easy to find a company that manufactures posters for custom ordering, and the cost of such services usually is not too high. Ordering a poster, you can be sure that this design is unique and this fact highly increases the value and meaning of this kind of product.

Nevertheless industrially produced posters do not lose their relevance. Often this type of room decoration is used in the youth and teenage environment. This can be explained by the fact that it does not require significant costs, needs little

maintenance and makes it easy to change one image to another. Children and teenagers often fill their room with pictures of favorite musicians and actors. Photos and posters will immediately tell you about musical preferences of a young person. In preschool rooms they generally use posters with images of favorite cartoon characters, animals or photos of a child on the wall.

Adults place various posters. It can be soothing and natural scenery, and colorful flowers and personal photos of their family. Advertising posters can be useful for business. They can be placed in the office or on the wall outside of your room to inform potential clients of necessary information.

The days when posters were decorated, sometimes "masking" unattractive wall space are in past. Modern means of printing and a huge range of paper textures helped to make the poster a bright and attractive element of the interior. A variety of plots of the printed products is simply amazing. Design of posters for advertising is carried out in two main ways. In accordance with the production technology there are two types of these promotional products: laminated fabric and posters.

Art posters are a modern form of art. Posters are not paintings, although they are often based on paintings. Computer graphics using such computer programs as Adobe Photoshop and Corel Draw. Programs give the opportunity to add something, alter the image, adjust it to one's taste, edit any photos.

Unfortunately, there is no clear definition, terminology and classification of the poster, therefore this concept is interpreted arbitrarily, and sometimes contradictory. It can reproduce the feel of a reality and not only reflect it likeness but to reveal the contents of what is shown: the nature, the inner essence of man, the unique beauty of nature and the wealth of the world. Historically, depending on the tasks and means of realization of artistic content in the visual arts has developed such forms as drawing, painting and sculpture. Each of these types of fine art differs from the other by its content, means of expression, material and imagery and cognitive impact on the viewer.[3]

This implies that the poster is a form of printmaking that relates to poster graphics, and are performed on artist's projects in a variety of graphical and painting

techniques. Today, the common means of the creation of the poster is the use of computer technology.

The poster is one of the oldest promotional tools that attract attention. This message to the public is considered to be an informative, psychological and business tool, depending on what goals are pursued. Poster is an advertising or reference edition informing about any cultural event. [4] On posters, as a rule, various shows, concerts, theatrical and musical premieres, sports events, presentations, exhibitions are widely advertised. Posters are very popular and mass advertising medium for short-term promotions and longer advertising campaigns. So, a poster is catchy, usually large-format, image, accompanied by a brief text, made in propaganda, advertising, information or educational purposes. This formula reflects a certain level of graphic design and informs about the subject of communication.

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