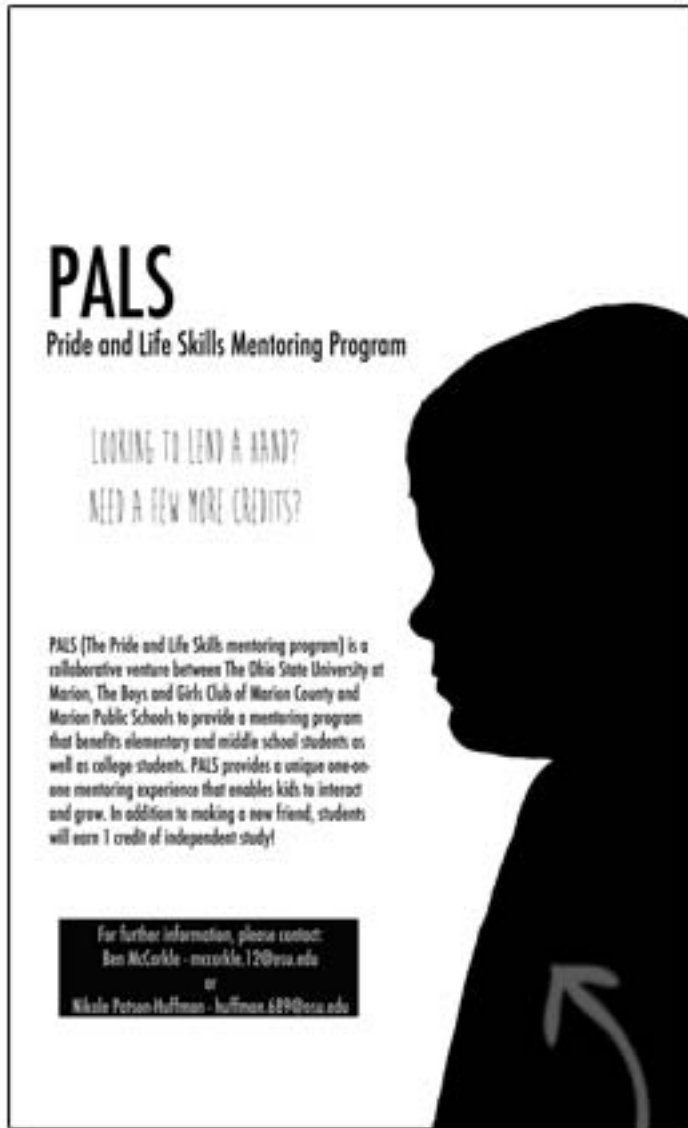# POSTER PSA: HOW IT'S MADE

PLANNING

After I decided on a concept and medium (I wanted to design a poster/flyer to promote a local mentoring program and encourage students on my campus to join), I began sketching out some rough ideas on paper. Once I had a design in mind that I was satisfied with, I began to draft the ad copy (the text used in the ad), and gathered the necessary assets for composing the final product: in this case, a special "hand-drawn" font and an image of a child's silhouette.

COMPOSING

In Photoshop (I could have used GIMP or a similar image editor--nothing too fancy here), the first thing I did was **open a new file and specify dimensions.** I chose 8.5 X 14, slightly bigger than the letter-sized flyers all over campus. I also went with a stark black/white color scheme. In terms of size and color contrast, it would stand out a little more from the rest of the flyers on the wall (many of which are full of color, text, and other elements). Next, I **placed and positioned the silhouette image**, moving it to the lower righthand corner as a way of "framing" the design. Then, I began **adding in my ad copy**, each chunk in its own text layer (four total, which allowed me to position these elements separately). I then **experimented with the size and typeface of the text**, working to achieve what I felt to be a balanced, cohesive design. In the end, I used the hand-drawn font just for the tagline ("Looking to lend a hand?") because it was hard to read in other spots; I also used a black box with white text for the contact information at the bottom to draw attention to that section, and to reinforce the black/white color scheme more deliberately.

(Poster image)

PALS
Pride and Life Skills Mentoring Program

LOOKING TO LEND A HAND?

NEED A FEW MORE CREDITS?

PALS (The Pride and Life Skills mentoring program) is a collaborative venture between The Ohio State University at Marion, The Boys and Girls Club of Marion County and Marion Public Schools to provide a mentoring program that benefits elementary and middle school students as well as college students. PALS provides a unique one-on-one mentoring experience that enables kids to interact and grow. In addition to making a new friend, students will earn 1 credit of independent study!

For further information, please contact:
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or
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RESOURCES

GIMP (Graphical Image Manipulation Program) is a free, open source application used to edit images in a variety of ways: http://www.gimp.org/. A series of tutorials is available at: http://www.gimp.org/tutorials/.

Pixlr is a free web-based image editor that offers many of the same features as GIMP or photoshop: http://pixlr.com/. The Pixlr Blog offers resources including tutorial, tricks, tips, as well as a user community discussion forum: http://blog.pixlr.com/.

Flickr: Creative Commons. Find open-content photographs and videos to use in your design here: http://www.flickr.com/creativecommons/.

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