Introduction

My task is to create a poster with a leaflet and or a ticket to advertise an event at the school. My chosen event is a school disco. I am 15 years old and attend Ringwood School in the New Forest. The age range is pupils in the upper year (year 9 to year 11 excluding 6th form). Teachers and parents of those pupils who are attending are also invited.

The school is a mixed, public comprehensive school and now a language college. In the evening it is holds adult education classes and it also has many extra curricular activities including sports clubs, which are very popular, a Japanese club and a drama club which are the moment are rehearsing for the production of 'anything goes'.

The purpose of the poster is to persuade people to attend; the poster must be attractive and must look encouraging attracting people to go to the disco. My target audience is the pupils that attend the school in the upper year, their parents and the teachers. I need to publicise the event to make sure enough people attend so the school can raise enough money.

I am going to create a ticket to go with the poster. The ticket must have the information of the place where the disco will be held at and the price the person paid for the ticket.

The prices are going to be; Pupils- £1.50, Parents- £2, and teachers - £1.75.
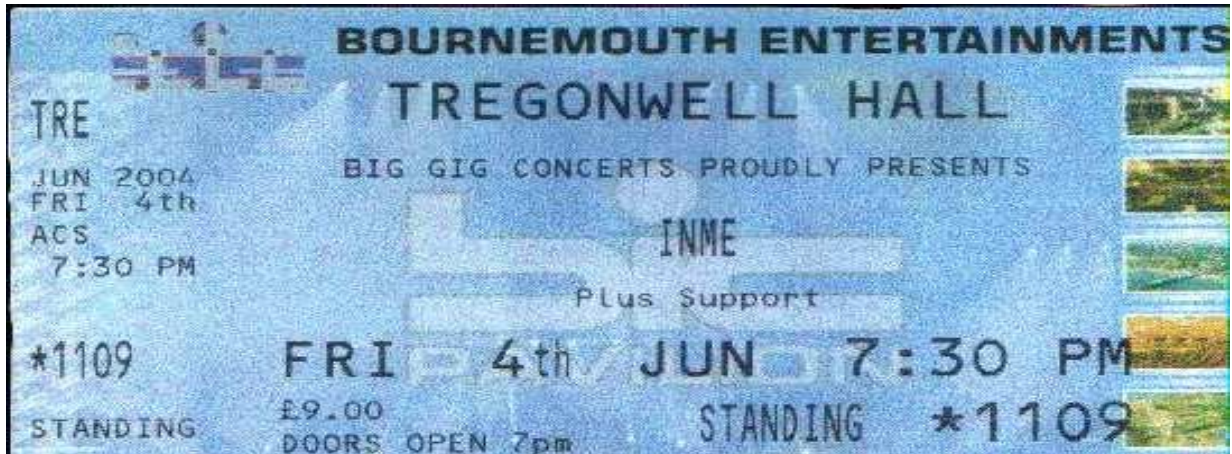
Research

Non ICT sources

To get information for my poster and ticket information I can, asks the event organiser, refer to magazines, leaflets and newspapers and I can also find a used ticket I have at home to get ideas on how to present my ticket.

The information I collect does not have to be pertinent to my event because I can just use the layout of the collected resources and edit it to suit the theme of the event I am choosing. From my hand written notes I have found out that the disco will be from 7.30 till 10pm on the 20th of May so on my poster I could use word art writing the time, date and place of the disco on the poster making it easier for people to see.

From my Non-Ict sources I have collected a ticket and a poster, and I am going to create a ticket and a poster similar to the resources I have found, but relevant to the event.

I like the style of this poster because it is big bold writing so it is easy to see and it looks attractive so it will persuade people to attend the disco. This poster is going to be the guideline of the poster I am going to be creating. The thing I will change about it is the information; the picture and I will also make the back ground seem more attractive. I got the poster of the Internet because I couldn't find any posters at home. It is from www.discochurch.org/ the thing I do not like about it is the background because it is simple. I am going to take the lay out from this as a good example for what I will do with my poster.

I am going to use this ticket as a guideline to the ticket I will be creating. I like it because all the information is bold and the background is very attractive. The ticket is to see a band called InMe so obviously that will be one of the changes I will be making to edit this ticket to suit my even. I will also have to edit the background because it says 'BIC Pavilion' and the event I am organising will not be held there.

Ict Sources
I can use a digital camera to collect pictures significant to my chosen event such as the building where the even will be held which is the school hall so I could take a picture of the school hall and attach it to my poster. I could also use the Internet to find pictures applicable to the event and also scan in pictures to use. I could also use clip art (below) to find pictures. I can also collect information using a cd rom.

I used clip art to search for pictures relevant to a disco. I typed in "disco". Here are the pictures it came up with.

I will not use this picture because although it is related to a party the school disco is a different type of party. This picture is relevant to a birthday party but the picture I am looking for is more to do with a disco.
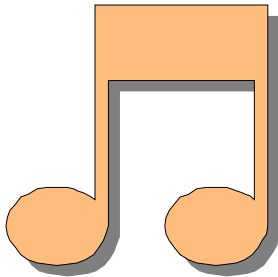
This picture is more relevant because it shows someone dancing and it also shows a disco ball which are normally at discos.

I cannot use this image because although it is relevant to dancing it is not the usual type of dancing you were to find at a disco therefore I will not be using it.
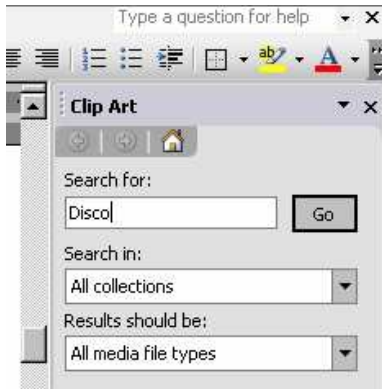
I may be using this picture because it shows lots of people dancing and having fun which will encourage people to attend the disco.

I may use this picture because it shows that there will be music at the disco which will entertain guests and it is also relevant to the event.

To use clip art, I looked on the tool bar and I went to "insert" then clicked on the "clip art" option and typed in disco.

Font Ideas

Disco- Arial Narrow- this font would be suitable for my poster because it is clear and easy to see so people would find it easy to understand. The bad thing about it is, it is not very fun or particularly attractive. I will not be using this font for my poster but I may consider it for my ticket as tickets are meant to be very formal whereas posters are just meant to be attractive.

Disco- Chiller- although this font is more attractive than Arial narrow it isn't very easy to read so I will not be using this font otherwise people wouldn't understand the writing very easily.

Disco- Curlz MT- this font is very good because it is very big and easy to understand but at the same time it is very nice to look at. I will consider using this font for my poster.

Disco- Comic Sans MS- this font is very clear and easy to understand but it isn't very original and it is used to often in most ICT sources and I would like my poster to be different. The letters are very rounded so it makes the writing look entertaining and attractive.

Conclusion

I am going to use the CURLZ font because I found it was the most attractive yet one of the easiest to understand. I am now going to search for a font to use for my ticket. The font for my ticket will need to be bold and easy to understand and more formal than the poster.

Font Ideas

Arial Narrow Bold- This font is very good because it is clear and easy to read. The font on my ticket doesn't have to be fun and attractive to look at is just needs to be easy to understand and very formal.

Calisto MT Bold- This font is good because it is large and easy to understand.

Conclusion

I am going to use Arial Narrow Bold because it is the most formal font and it is very clear and easy to understand.

Word art Ideas

I am considering using word art to display the word DISCO to make it obvious what the event is.

 I like this word art because of the slanted writing and the colour. This would easily stand out.

 I like this font because it looks very attractive and 3d so it stands out a lot.
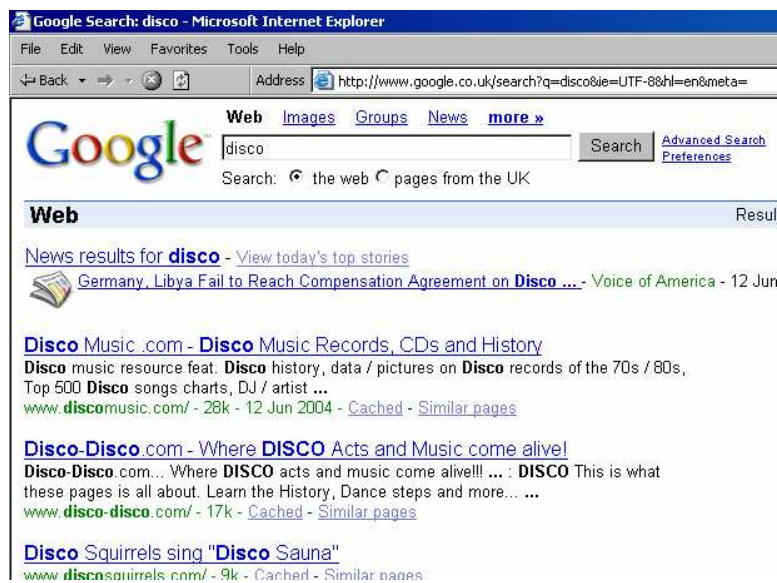
 I like this font because I think the colour looks attractive. I think this font is one I will consider using.

 This is the same word art as my first one but this time I have changed the colour to a purple marble I think it is a very good colour and it is my favourite word art style so I am going to use this one.

Internet Sources

Here I typed in "disco" to find relevant internet sources, I am looking for disco pictures but most of the results that appeared were to do with disco music so I am going to narrow my search down to disco + pictures so the search engine will only look for results with disco pictures in.

I used this search term instead.
It is very difficult to find pictures of discos because a lot of the websites are blocked.

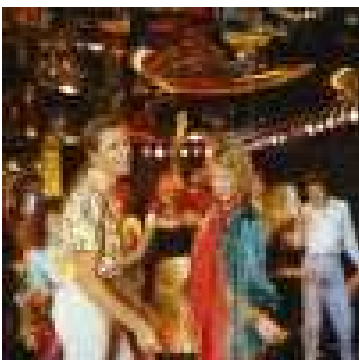I have found a good website with pictures:
http://www.musicpictures.com/pictures_no_frames.cfm?search_string=DISCO

This picture would be good if it was clearer but it shows people partying. It may not be suitable for the target audicence as it doesn't any children dancing just adults and children are also invited to the disco.

This picture is good because I like the disco ball.

Again if this picture was clearer I would use it.

To find my last 2 pictures I will use the Lycos search engine because it is difficult finding pictures on Google.

This is my search on http://www.lycos.com

Getting disco pictures on the internet is very hard because there aren't many famous discos and not many people publish photos of their discos over the internet.
I am going to use the following picture.

This is really effective because discos usually have disco balls and this would make the poster look very attractive and make people think that the disco will be entertaining.
I am not going to use this exact picture; I am going to find a better picture of a disco ball.

 I really like this picture because it makes the disco seem fun. The negative thing is not many children will remember that this was a phrase from an old movie so it won't suit all the target audiences.

I also like this picture and I am going to decide whether to use this picture or the one above for my poster by experimenting with them on publisher.

Final Poster

After using a survey to find out which design is best I am going to create a poster with the picture above as the background, and then the information in yellow font on the front.
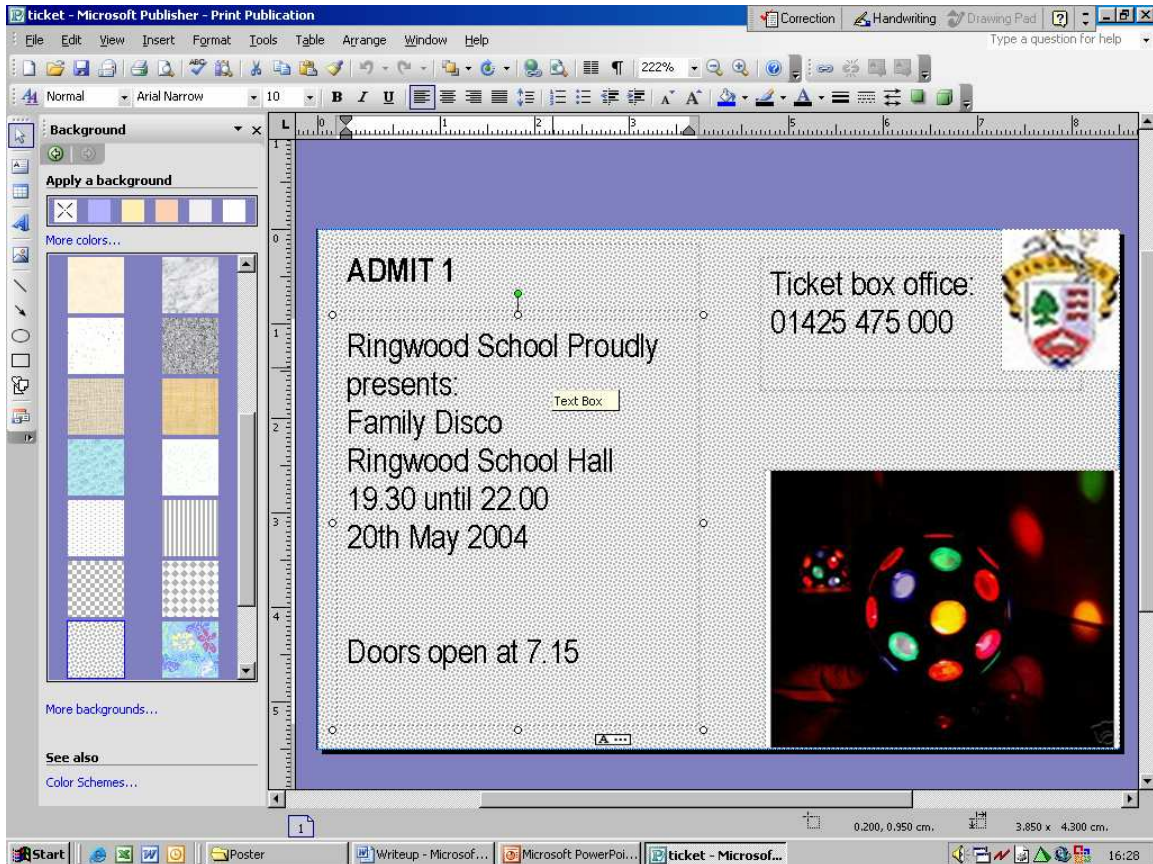
This is my final design.

This is my picture in the making while I cropped it.

I am now going to create a ticket. The ticket will have the same picture as on the poster to associate the two together.

This is my ticket I created. I cropped the school emblem onto the ticket so it can be easily associated with the school.

Pros and cons of using a computer to create the poster rather than making it by hand:
Pros:
- If you make a mistake it can easily be edited rather than being redone.
- You can get ICT sources onto your work
- It can be saved.
- You can print more than one copy.
- You can send it via email.

Cons:
- If you can't access a computer you are unable to continue the work
- If the computer was to crash, your work could be lost.
- You can draw your own pictures.