



# GUIDE DE \_\_\_\_\_ CRÉATION D'AFFICHES.

“ EVERYWHERE IN EUROPE AND IN THE WORLD,  
YOUNG PEOPLE ENQUIRE, DISCUSS AND TAKE ACTION  
TO BUILD SUSTAINABLE SOCIETIES.

POST YOUR IDEAS ! ”

This guide contains all the technical information you need before setting up a workshop on creation of poster.



It explains the ‘graphic charter’, the layout of the different elements contained in the poster and what you will have to do during this workshop.

## SUMMARY :

- About the objective of the Workshop
- About the Poster
- What you will do
- The Slogan
- The Visual Production
- Examples of Posters
- The finalisation of the posters

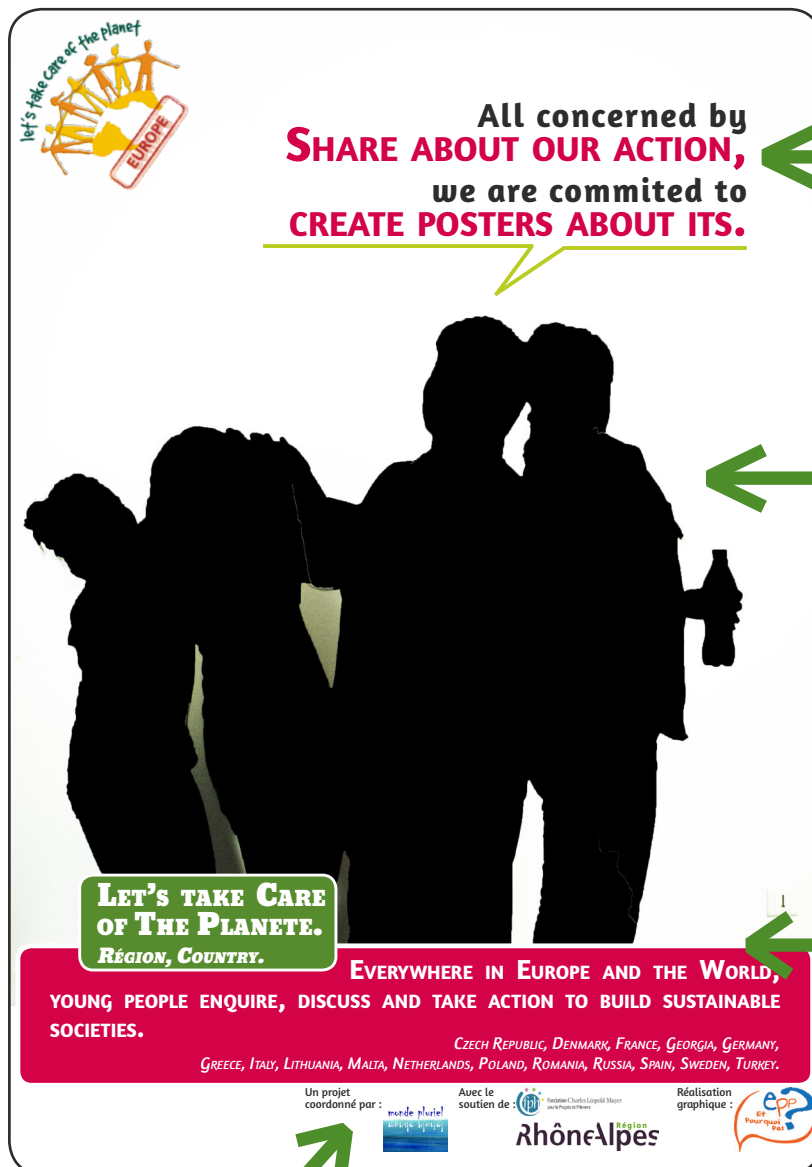
## ABOUT THE OBJECTIVE OF THE WORKSHOP :

The objective of this workshop is to enable the young people to communicate about their concerns and commitments in a creative way.

We have developed a graphic charter, so that all the posters created in the different European participating countries, during regional conferences, can form a coherent set of posters. They will be presented on the European Let's Take Care of the Planet website at the latest next May 15, 2014 and may be printed by each of you to expose them. The unity of the graphic structure will show that the same project took place everywhere in Europe and will allow the public to focus on the diversity of photographic staging and slogans.

- The purpose of the graphic charter is to keep a graphic consistency in the different graphic productions within a same project, regardless of the various stakeholders involved in the production.
- The point of having a common graphic Charter is twofold:
  - it shows that the project speaks 'with a single voice'.
  - it allows the receiver to easily identify the transmitter and, if consistency is respected, to identify him/herself visually in the different graphical achievements.

## ABOUT THE POSTER :



**The slogan :** it emphasizes the message that the young people want to address. For this poster, we propose you to choose between two options: creating an entire slogan or completing the sentence «All concerned by... We are committed to...».

**The graphic :** it stages the young participants and their message. The more the photographic staging will be original and fit to the message, the more the visual result will be striking and eye-catcher.

**The information common to all posters:**  
**First box:** it reminds that the poster has been created in the framework of the European Let's Take Care of the Planet project. It indicates the country and/or region where the poster was created.  
**Second box:** the sentence provides information on the LTCP project and enhances its European dimension. The list of participating countries shows where the project is being developed.

**The logos :** to present at a glance who coordinates, finances and participates in the project.

## WHAT YOU WILL DO :

- Create the key message or slogan
- Set up and take a picture of the visual production
- Send us by mail both slogan and picture

## THE SLOGAN :

As for the creation of the slogan, you have two possibilities:

- creating an entire original slogan
- completing or drawing your inspiration from the “starting sentence” we proposed.

In both cases, the slogan allows the participants to tell what they felt concerned about and to say how they commit themselves or/and take responsibility.

It must be brief and focus the participants' experience. Avoid too general or moralists sentences such as “all concerned by the planet, we are committed to punishing the people who destroy it”.

The starting sentence we propose is:

**“All concerned by.....,  
we are committed to...”.**

### Example of a good visual production :



Orientation : portrait

Clear and uncolored background

Area need to be clear

Area use in Poster

Try to shoot in light environment.

Have focus on a main subject

The tone of a poster is important. It influences on how the message we want to convey will be received.

The tone depends on both the vocabulary, the sentence structure used in the slogan and the visual result.

The posters usually created on issues related to sustainable development and environmental protection tend to be too moralistic or just informative.

When we held workshops on the creation of posters, we realized that the use of an offbeat or humorous tone helps to transmit the chosen message and allows a better memorization of it. Besides, creating an intelligent humorous message on a theme requires a good knowledge on it, and will therefore guarantee that those who create the poster master the topic.

We therefore recommend you to try to be humorous and offbeat in your posters.

## THE VISUAL PRODUCTION :

The Visual production is the centerpiece of the poster since it takes up at least 50% of it. So it must be striking to make the spectator want to read it and be influenced by it. A good visual production should be eye-catcher, that is, it should remain the memory for a long time.

However, it does not only consist of the illustration of the written message: it must be complementary. And the photographic staging sets the tone of the poster.

To comply with the graphic charter of the campaign, the Visual part must respect the elements explained in the left box.

We find it important that the participants (youth and/or facilitators) appear in the poster. Actually, they are the ones who carry the poster's messages. Creating a good staging allows the spectator to identify who carries the message at a glance.

## EXAMPLES OF POSTERS :

The posters presented here do not have the same graphic charts. They are only examples to help you in the creation of visuals.

**FEEL THE NATURE**  
to keep limited resources  
**FOR UNLIMITED FUTURE**

Ouvrons les BRAS!

We come from different European countries and different organisations active in education for sustainable development. We share the same goal. We inspire young generation to experience nature and to feel its pulse in order to take action : saving resources, recycling, tree planting, cleaning the environment, etc. **Protecting nature is investing in our future.**

Organised by : Graine  
with support of : Youth in Action Programme, RhôneAlpes, GRAND LYON, Ville de Lyon, Villeurbanne  
Partenaires médias : Le groupe La Presse, TAPNEL, EDF, Vieira, ELKS Lyon, Les Entrepreneurs

**Non, mais "À l'eau quoi", t'as de l'eau et tu la gaspilles ???**

Et pourquoi pas faire payer plus cher l'eau qu'on gaspille ?

monde pluriel  
RhôneAlpes

## THE FINALIZATION OF THE POSTERS:

The posters will be finalized by us, but to be able to do this, we need you to send us the different elements that compose it before **May 1st, 2014**:

- Your slogan in 2 languages: your mother tongue and English,
- The translation of the two boxes at the page bottom in your language : « Let's Take Care of the Planet, 'your country', 'your region' - Everywhere in Europe and in the world, young people enquire, discuss and take action to build sustainable societies ».
- Your photography with a minimum resolution of 6Mpx (3000 \* 2000 pixels).

Designers cannot do miracles. Try to meet at best the advice given in this kit. The more the poster will be clear and bright, with a focus on the main subject of the poster, the more striking it will be.

**You must send us your slogan and the Visual production by mail: [contact@mondepluriel.org](mailto:contact@mondepluriel.org) before 1st May, 2014.** We will return you the finalized poster before May 15th (one in your language and one in English, so you can use it in the follow-up of your projects and especially during the mobilization day Let's Take Care of the planet on June 5th. Your posters and those created in other countries will also be published on the Internet European LTCP website.

Enjoy this moment of creation!  
Monde Pluriel coordination team.

**L'accès à l'eau est gratuit pour les grands et les petits !**

Et pourquoi le droit à l'eau ne serait pas inscrit dans la Déclaration Universelle des Droits de l'Homme ?

monde pluriel  
RhôneAlpes