

To make winning posters

Experts offer tips to students

PETALING JAYA: The key to an effective poster campaign is to be different and focused.

This was among the tips given by Ogilvy and Mather's creative director Paul Lim at Star-NiE and Pizza Hut's first *Campaign for Rewards (C4R) 2007* contest workshop at Menara Star here on Tuesday.

"You have to dare to be different or people will overlook you. Think about the message first and know exactly what you want to say," Lim told the 130 primary and secondary school teachers and students who attended the workshop.

This year's contest requires students to form teams of four or five and come up with a campaign portfolio and posters based on the theme *Visit Malaysia 2007*.

Sunday Star editor Leanne Goh gave suggestions on the topics that could be covered such as nature, cultural activities and food.

"Think of something unusual, creative and close to your heart, maybe in your own town or community."

She also gave guidelines on researching the topic and producing the campaign portfolio, including objectives and budget.

Carat Malaysia group account director Darren Yuen advised participants on how to run a successful campaign before they engaged in a practical poster-making session using *The Star* newspaper.

Sekolah Sri Garden teacher Ranjitha Bala said the workshop was a good avenue to hone students' creativity.

"The students learned to express themselves here; they are usually shy in school."

SK Bukit Jalil Year Five student Muhammad Aliff Shafiq said he was glad to have learnt practical principles in making an attractive poster.

"I realised the importance of teamwork and I liked the presentation by the speakers because they gave many useful ideas."

The second workshop held at INTI International University College,



Pointers: Lim (left) commenting on posters made by workshop participants in Petaling Jaya.

Penang, on Wednesday saw an enthusiastic response from the participants, particularly in the practical poster-making session.

Despite being given just 30 minutes, the teachers and students managed to come up with a mix of interesting pictures and words to form impressive posters.

More contest workshops will be held around the country throughout the rest of the month. The contest will be launched in early May and will run from May to June.

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