

# HOW TO DESCRIBE A POSTER

At the top

In the top  
left-hand  
corner

www.volkswagen.de

In the top  
right-hand  
corner

In the middle

In the  
background

On the left

On the right



In the bottom left-hand corner

At the bottom

In the foreground

In the bottom right-hand corner

# DIFFERENT TYPES OF POSTERS



DIGITAL

EVENT

WORKPLACE

LITERARY

ADVERTISING

AD

FOOD

CORPORATE

BRAND

EQUAL PAY

FASHION

EDUCATIONAL

FILM

MUSICIAN

INFOMERCIAL

FEMINIST

CONCERT

BOOK

HISTORIC

CAMPAIGN

ARTIST

PROMOTIONAL

ENVIRONMENTAL AWARENESS

SCIENTIFIC

MILITANT

ECOLOGY

MUSIC

ANTI-RACISM

DIVERSITY

SHOW

PIN-UP

ENVIRONMENTAL

PROPAGANDA

CHILD PROTECTION

WANTED

GENDER

TV

CONFERENCE

INSPIRATIONAL

MOVIE

INFORMATIVE

MOTIVATIONAL

ART

POLITICAL

TRAVEL

THEATRE

RESEARCH

ANIMAL PROTECTION

ENLIGHTENING

BOXING