

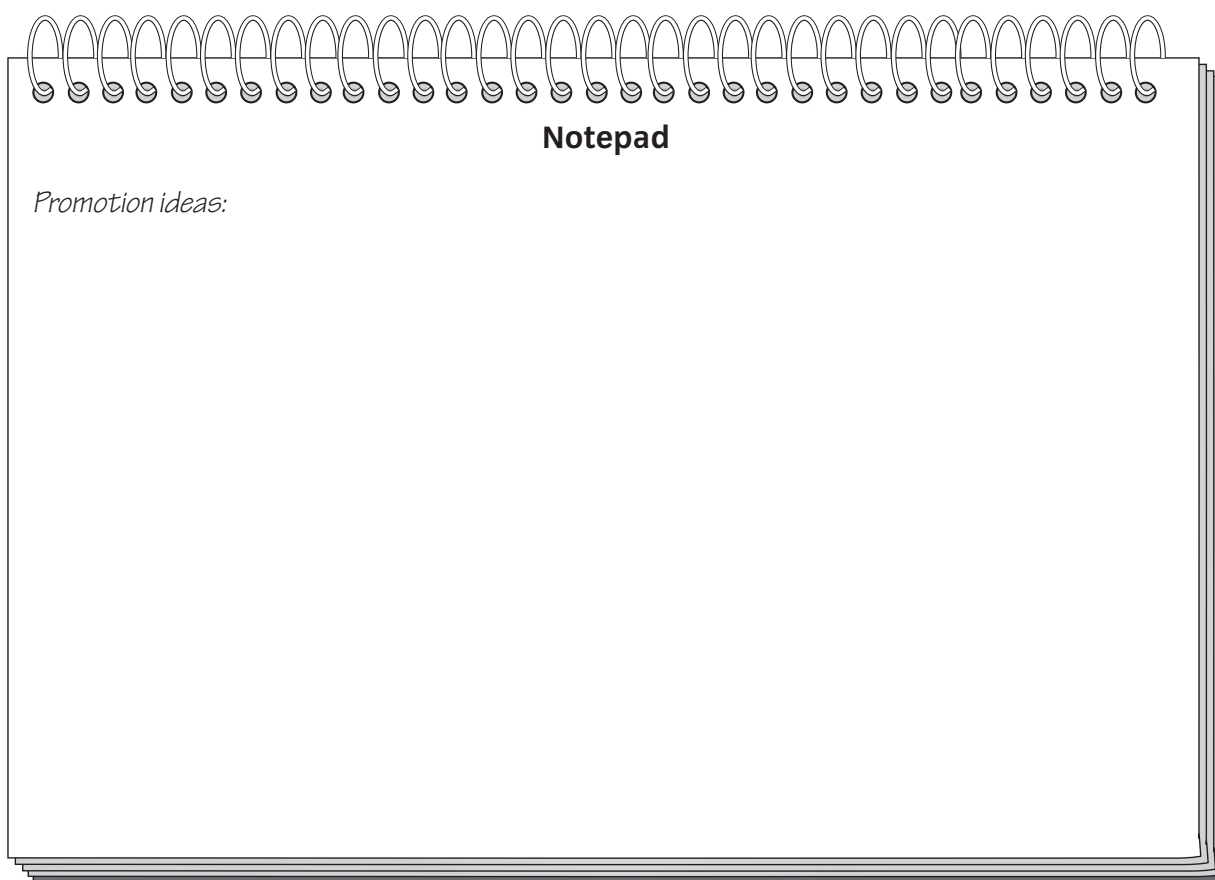
Learner name: _____

Design a promotional poster

Complete this task after watching the DVD: Elite Hair and Beauty Salon – Style Director.

In the DVD, Caroline explains that the salon often offers special discounts and wedding packages.

1. As a group, make a list of different types of special promotions or discounts a salon could offer their clients. Include Caroline's suggestion to get you started.
2. Imagine you are Caroline and have been asked to design a poster to promote a special offer on a product or service of your choice to help boost sales. Using the notepad below, write down your thoughts and ideas for a special promotion and include any drawings/sketches, key words or phrases you would like to use in the final design of your poster.



Notepad

Promotion ideas:

3. Now design your promotional poster, making sure it's eye catching and bold. If you have access to a computer you could cut and paste images from the Internet, and use different functions from the toolbar including style of writing, font size and colour. If using ICT, ask your tutor for guidance. Alternatively you may wish to create a 3D effect poster using items that have textures you can touch – such as feathers, sequins and glitter – to enhance images taken from hairdressing magazines and leaflets.
4. Finally, display your promotional posters around the room. Individually, you now have 5 minutes to 'sell' your product/service to everyone else, and gain feedback from other learners. What do they think about your chosen design? Would they be tempted to buy your product or service?