OBJECTIVE OF THE PRESENT WORK

The history of Advertisement and conservation with special reference to Indian film poster is as old as the film Industry. Posters travel an elaborate journey moving through techniques of production, design composition, right from the colors used to the layout, and the final printing process. In the past photographs provided by the producer were creatively duplicated on canvas by painters. It took one week to design a hand-painted poster image which usually combined elements of action and stars, along with the credits. The artists were specialists in poster designing. The average canvas image was 30 inches wide and 40 inches in length. In the absence of enlargement lenses, the size had to be the same as the final poster print. These posters need to be Conserved and Preserved in an outstanding manner. Although few laboratories are conserving some posters but this is not sufficient to conserve the Indian film heritage. To accomplish this task, this research of mine can be completed through the following methods.

1. To collect the data of available Film poster, getting its record through photos. This information can be obtained from Film Archives, Libraries, Film Museums, records centers of Cinema industries and agencies and private collection centers.
2. Enlisting the available Film poster and receiving the detailed information about the advertising material and documentation along with photos.
3. Classification of available Posters according to the material ie: paper, Canvas Cloth and photographic material.
5. To publish and bring the material for research Scholars.