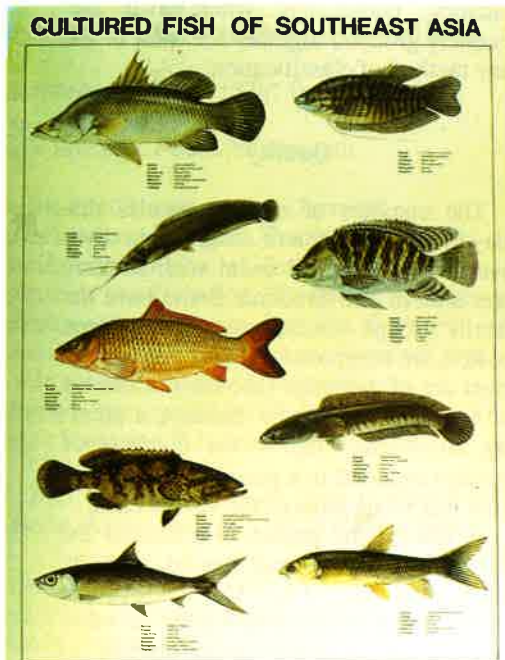
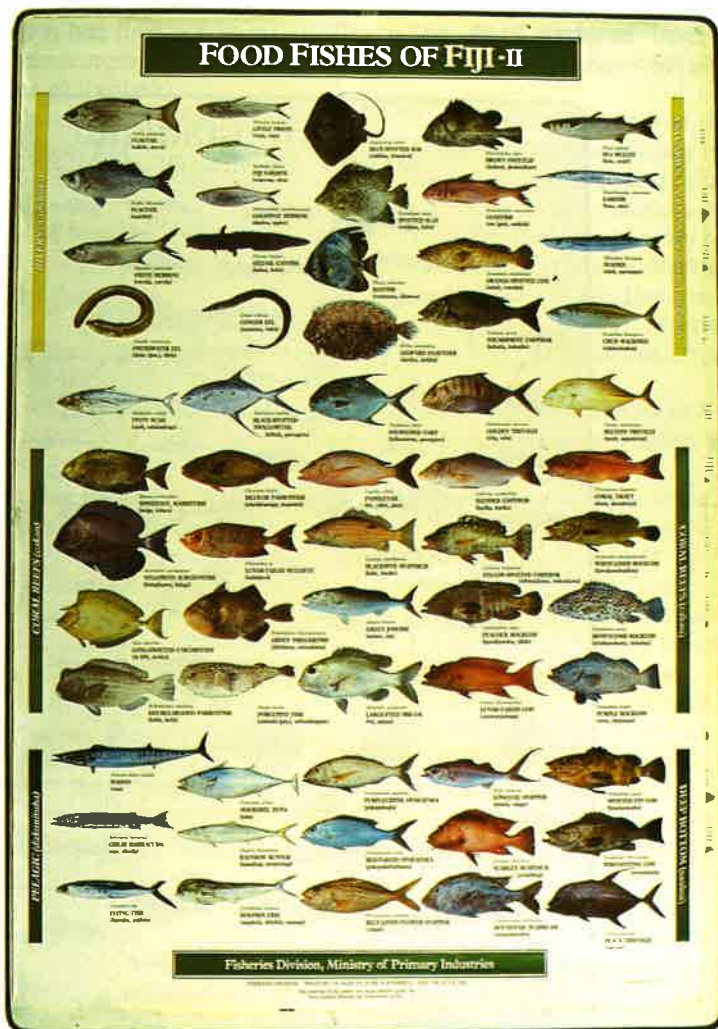


Fisheries Posters

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A.D. PONGASE
ICLARM



ICLARM has distributed 3,000 copies of the fish poster above. Fiji's fish posters (left) have been very successful.

A recent inventory of walls and doors within ICLARM's headquarters revealed a surprising total of 35 posters relating to fishes and marine life, fishing methods or some other aquatic subject. The posters were published by various organizations in 14 different countries. They are listed on p. 7 along with the name and address of the publisher. We do not have details of costs or availability since most were gifts or exchange items. Our collection of posters on fisheries and related topics is most likely only a small fraction of the published display material available around the world.

Why a Poster?

What are the reasons for the production of such posters? We asked Dr. Tony Lewis, who was until recently Principal Fisheries Officer for the Fijian Ministry of Primary Industry, and who organized the production of three fisheries posters

for Fiji. He told us that their idea was to promote Fijian seafoods as well as for educational purposes. Production of the first two posters was assisted by bilateral aid from New Zealand, while the third was funded by Fiji's Fisheries Division. Sales have been brisk, and repeat printings have been necessary.

In a more direct promotional exercise, Fiji's Fisheries Division also produced a smaller poster featuring the fifteen most important exported deepwater snapper species with Hawaiian, Japanese (script and characters), Fijian, English and Linnean names. Quantities of these posters, funded from the Australian Aid Export Assistance Fund, were distributed free to bonafide exporters, while the balance were sold.

Following the success of these four posters, the Division has plans to produce a series of simple educational posters for free distribution, covering important fisheries issues such as recognition of fish

quality by consumers, a realistic treatment of ciguatera, and environmental concerns (mangroves, pollution, etc.).

While attached to the Department of Primary Industry in Papua New Guinea (PNG) as a fisheries biologist, Andrew Wright was responsible for the production of a poster of fishes commonly caught around coral reefs. This poster was principally designed to be displayed inside PNG's government fish purchasing centers (GFPCs) to help fish workers separate catches into broad family groupings. The poster was planned in conjunction with efforts to upgrade data collection on reef and lagoon catches from the GFPCs. The poster, however, proved to be also very popular with the general public.

Unlike the Fijian posters, the PNG coral reef poster was printed in-country. Mr. Wright included English and Linnean names for the PNG poster and left a space for the local name so that it could be completed in whatever language was appropriate. This was particularly important in PNG where there are over 800 languages and dialects.

Fisheries posters appear to be a useful way of providing easy recognition of common species or common groupings such as snappers, emperors, etc., based on familial classification. They can be simply a promotional device to educate the public on the variety of marine organisms harvested from the sea and

from freshwater. They can also play a useful role in upgrading fisheries statistics, particularly where fish are routinely grouped together for want of an easy method of classification.

Quality

The numbers of aquatic species displayed on our posters range from 8 to over 100. Nearly all swim with military precision in one direction. Some have the family groups mixed, some don't. Some posters are composed of photographs, but most are of paintings (see the reasons on p. 8). Artists generally produce a painting 20-30 cm long, so the numbers of species included in a poster is a matter of how much one reduces the size of each.

A few of the posters emphasized the relative size of different species, with the result that they resemble the eye-test poster on an optometrist's door. In other posters, size was somewhat random so that a shark might look substantially smaller than a sardine. One poster has paintings of fish bent with rigor mortis and of discolored, damaged specimens.

Background colors, even background scenes, have been used to liven up some posters. Such colors are common in photo posters because many pale fish photograph silvery-white. Green was used partially successfully in one poster but at the expense of the green fish. Background scenes are too distracting and can be misleading, for example suggesting that all turtle species are found in the same (green) sea.

To Prospective Poster Makers

It is clear that poster production needs a lot of forethought. The target audience and their eyesight need to be kept in mind. Make sure that the artist also knows what you want.

Design. Poster designing is basically organizing the visual elements, viz. your images (illustrations and/or photographs) and your words (typography) on a white space. The artist/designer translates the masses of pictures and types to basic forms and balances these elements harmoniously.

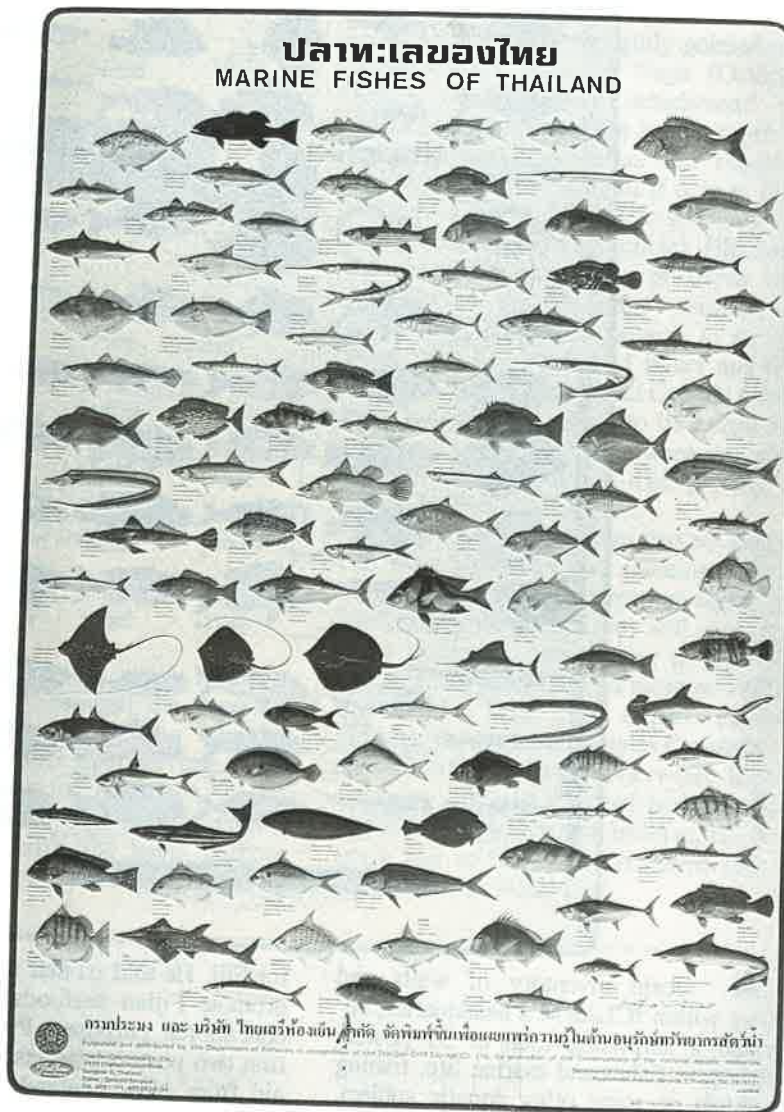
Typography. Just like illustrations, type-faces chosen should be visually attractive but should not call attention to themselves. Script letters, ornate types and vertical letterings may look nicer but will only sacrifice readability.

Labels or captions should be concise and simple. Do not confuse your viewers with too many words.

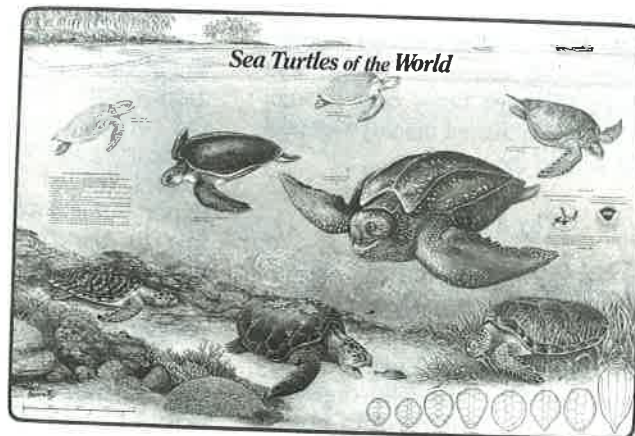
Characteristics of the Medium. Since the poster is a one-page print medium, which competes for attention with other objects near it, it should be able to communicate a message within a very limited period of viewing time. And since it is fixed in place, with no specific persons as receivers, it should also

communicate this message in a more or less universal language.

Conceptualizing, designing and producing fisheries posters can be challenging and fun -- and rewarding, especially when you actually see your poster up on the wall and people stopping by to view it.



One of three posters of Thai fish (above) and a poster showing all the marine turtle species (below).



Some Posters on Aquatic Life

Title:	Published by or available from:
Commercial Fish Species of Western Australia	: Fisheries Department of Western Australia, 108 Adelaide Terrace, Perth, Western Australia 6000
Coral Trout of the Great Barrler Reef	: Great Barrier Reef Marine Park Authority, P.O. Box 1379, Townsville, Qld., 4810, Australia
Deep Sea Commercial Fish Species of Vanuatu	: Natai - Port Vila Fisheries Ltd., P.O. Box 883, Post Vila, Vanuatu
Edible Molluscs and Crustaceans, Etc.	: Scandinavian Fishing Year-Book, DK-2640 Hedehusene - Denmark
Aquatic Foods of Fiji	: Fisheries Division, Ministry of Agriculture and Fisheries, Box 358, Suva, Fiji
Fiji Export Seafood	: Fisheries Division, Ministry of Agriculture and Fisheries, Box 358, Suva, Fiji
Food Fishes of Fiji	: Fisheries Division, Ministry of Agriculture and Fisheries, Box 358, Suva, Fiji
Food Fishes of Fiji - II	: Fisheries Division, Ministry of Agriculture and Fisheries, Box 358, Suva, Fiji
Economically Important Marine Fishes in Indonesia	: Research Institute for Marine Fisheries, Agency of Agricultural Research and Development, Departemen Pertanian R.I., Jakarta, Indonesia
Economically Important Marine Fisheries Resources (Non-Fishes) in Indonesia	: Research Institute for Marine Fisheries, Agency of Agricultural Research and Development, Departemen Pertanian R.I., Jakarta, Indonesia
Fish of the Arabian Gulf	: United Fisheries of Kuwait K.S.C., P.O. Box 22044 Kuwait, State of Kuwait or: Scandinavian Fishing Year-Book, Baekgaardsvej 1-2640 Hedehusene - Denmark
Commercial Sea Fishes of Malaysia	: Fisheries Research Institute, Penang, Malaysia
Freshwater Fishes in Malaysia	: Fisheries Extension Division, Department of Fisheries, Ministry of Agriculture - Malaysia, Wisma Tani, Jalan Mahameru, Kuala Lumpur, Malaysia
Major Fishing Gears of Malaysia	: Fisheries Extension Division, Department of Fisheries, Ministry of Agriculture - Malaysia, Wisma Tani, Jalan Mahameru, Kuala Lumpur, Malaysia
Food Fishes Associated with Coral Reefs in Papua New Guinea	: Department of Primary Industry, Fisheries Division, P.O. Box 417, Konedobu, Papua New Guinea
Cultured Fish of Southeast Asia	: ICLARM, MC P.O. Box 1501, Makati, Metro Manila, Philippines
Important Penaeid Prawns (Shrimps) of the Philippines)	: Aquaculture Department, Southeast Asian Fisheries Development Center, P.O. Box 256, Iloilo City, Philippines
Life Cycle of Prawn, <i>Penaeus monodon</i>	: Aquaculture Department, Southeast Asian Fisheries Development Center, P.O. Box 256, Iloilo City, Philippines
Reserva Natural da Ria Formosa - Moluscos Gastropodes	: Secretaria de Estado do Ordenamento e Ambiente, Servico Nacional de Parques, Reservas e Patrimonio Paisagistico, Rua da Lapa, 73, 1200 Lisboa, Portugal
Samoan Bottomfishes	: Office of Marine Resources, American Samoa Government, Pago Pago, Am. Samoa 96799
Commercial Fishes of Saudi Arabia	: Ministry of Agriculture and Water Resources, Kingdom of Saudi Arabia
Freshwater Fauna of Sri Lanka	: Research Division, Ministry of Fisheries, Colombo 3, Sri Lanka
Marine Fauna of Sri Lanka	: Research Division, Ministry of Fisheries, Colombo 3, Sri Lanka
Aquatic Fauna of Thailand	: Department of Fisheries, Ministry of Agriculture and Cooperatives, Rajadamern Avenue, Bangkok 2, Thailand
Freshwater Fishes of Thailand	: Department of Fisheries, Ministry of Agriculture and Cooperatives, Rajadamern Avenue, Bangkok 2, Thailand
Marine Fishes of Thailand	: Department of Fisheries, Ministry of Agriculture and Cooperatives, Rajadamern Avenue, Bangkok 2, Thailand
Hawaiian Reef Fishes	: Treasures of Nature, P.O. Box 195, Kaneohe, HI 96744, USA
Oceanography from Space - Global Color	: US Global Ocean Flux Study Planning Office, Woods Hole Oceanographic Institution, Woods Hole, MA 02543, USA
Pinnipeds around the World	: Cartographic Division, National Geographic Society, National Geographic Magazine, Washington, DC, USA
Sea Fish	: Marine Power International, 1939 Pioneer Road, P.O. Box 187, Fond Du Lac, WI 54935, USA
Seafoods of the Cook Islands	: Ministry of Marine Resources, Box 85 Raratonga, Cook Islands
Sea Turtles of the World	: U.S. Department of Commerce, National Oceanic and Atmospheric Administration, National Marine Fisheries Service, USA
Sharks	: Marine Power International, P.O. Box 187, Fond Du Lac, WI 54935, USA
Common Marine Fish of Australia	: Australian Fisheries Service, Department of Primary Industries and Energy, GPO Box 1563, Canberra ACT 2601, Australia
North Carolina Freshwater Fishes	: Australian Fisheries Service, Department of Primary Industries and Energy, GPO Box 1563, Canberra ACT 2601, Australia
Fishes of Kiribati	: Fisheries Division, Ministry of Natural Resources Development P.O. Box 276, Bikinibeu