Any art supply store will have what you need—linoleum block (it comes in all sizes), ink, carving tools, and a roller (to apply the ink to the block).

The easiest way to put your design on the block is by drawing it out on tracing paper, then flipping it over (face down) on the block with a sheet of carbon paper. Then re-trace onto the block. What you want to print, leave. What you don't want to print, carve away. And be careful—the tools are sharp. Try to carve away rather than towards you.

The tools can also be used to make textured areas, by gouging out little holes, or lines, etc. The larger you work, the easier it is. Posters can be done on linoleum block too. The biggest drawback is the labor-time used in carving the block and in printing, so be sure to allow yourself plenty of time to do it right. Wash the block up after use, and re-use later, if you like. Oh, and iron prints made on fabric, and they'll stay brighter longer.