ART 1020

Propaganda Poster Activity

Get into groups of 5 and choose a poster to discuss.

Carefully look at the poster in front of you and visually analyze its components. Think about the formal elements that we have been discussing in class and how these can be applied to the poster. Consider how elements such as composition, color, hue, value, shape, texture, pattern, movement, and line enhance the message of the poster. What formal elements help direct your eye when looking at the poster?

Along with analyzing form and content, consider the following questions: What, if any, is the relationship here between image and text? What is the subject depicted? What is the direct and/or subliminal message? Who is the presumed audience? What sorts of responses might the poster maker have assumed? How does the poster’s particular form support or undermine the intended message?