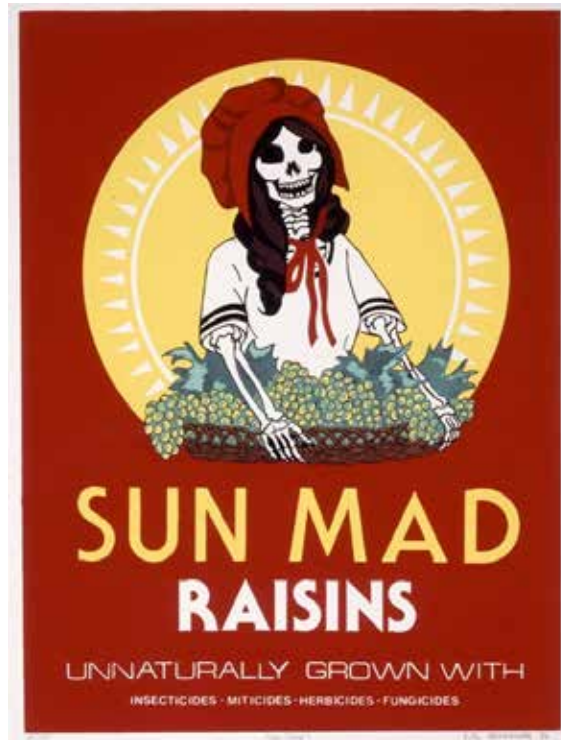


Visual Concepts Propaganda Poster Project |
Media Arts & Technology
Lauren Addario TB 135, 505-454-3239
Office Hours M 11:00-12:00 virtual; T 12:30-2:00 in TB135; Th
12:30 - 1:30 Virtual, & by appointment
Mondays & Wednesdays 2:00-3:50

MART
1210



Project 7: Propaganda Poster Project

From its beginnings, printed art has been made in multiple copies for dissemination to a wide audience. Create a 11.7 x 16.5 or A3-sized propaganda poster promoting an action/ideology of your choice. Use the appropriate principles and design elements you have learned so far: Balance, Unity, Rhythm and Repetition, Scale and Proportion, line and/or color to convey your message. In addition, you must use a limited color palette – analogous, triadic, complementary or monochromatic--no more than three colors (in addition to black and white). Your project must be printed and flush-mounted on foam core. In addition to your poster, you will write a one page persuasive essay/advertisement conveying your propagandist ideology!

Process

Begin by making a stream of consciousness list of ideas, feelings, and topics you think would make a powerful subject for your poster. Try to get beyond clichés by selecting five items from your list that interest you and brainstorm connections.

Supplement your list with research done at the library and online. Avoid the obvious, i.e. “War is Bad” and explore topics deeper to see how you can promote your ideas best. Begin taking notes and sketch out ideas for your supplementary essay.

Page 2: Propaganda Poster Project

Gather symbols and images that reference the ideas you have come up with – paste selections in your sketchbook or gather electronically and begin working in Photoshop. Brainstorm variations of these symbols.

Do a series of thumbnail sketches to develop the overall composition for your poster. Think about the design principles as means to generate interest. Remember unity (proximity, repetition, continuity)? How will the individual shapes form a “gestalt”? Think about the colors you will use and the emotional effect they will have. If you are using text (you do not have to), consider how it will interact with the rest of your composition.

When you have arrived at a strong marriage of idea and form, scan or create your design in either Photoshop or Illustrator. Set your document up as follows:

11.7 x 16.5 or A3

300 dpi

Portrait format

Assign color profile of Adobe 1998

When finished:

In Photoshop, flatten layers and save as .tiff

In Illustrator, export as .tiff

Cabrini has the information for printing. Remember, you cannot print the day your assignment is due!

From your notes and other research, develop a 1 page persuasive essay/advertisement that promotes the ideologies present in your poster. This may take a variety of forms depending on the ideas you develop. Create a rough draft, edit, and revise before turning it in.

Project Due Date: Monday, November 14th at the start of class

Print deadline: Sunday, November 13th

Evaluation will be based on strength of composition, appropriate use of color, clear and concise message, and excellence of craft.

Artists to look up

John Heartfield, Shepard Fairey, Banksy, Social Realist Propoganda, Chaz Maviyane-Davies, Guerilla Girls, Barbara Krueger, Thomas Nast