

Analysing a Poster



In the next section you will analyse this poster design.

On the next slide you will find the basic background info and purpose of the poster.

The following slide contains three headings: imagery, typography and colour.

There are questions/prompts for you to use to formulate your response.

'We the People: Are Greater than Fear' poster
by Shepard Fairey

2. Research – Analysing a Poster

'WE THE PEOPLE' POSTERS/ PURPOSE

This poster is from a triptych (Series of 3) posters by Fairey entitled 'We the People'. This one is called 'We the People: Are Greater than Fear'. They were created as part of a campaign to protest President Trump's inauguration. Due to strict restrictions on signs in the city the 'We the People' campaign took out full page ads in the Washington Post newspaper to allow demonstrators to carry them.

"...and so we thought it was the right time to make a campaign that's about diversity and inclusion, about people seeing the common bonds we have, and our connections as human beings. The idea was to take back a lot of this patriotic language in a way that we see is positive and progressive, and not let it be hijacked by people who want to say that the American flag or American concepts only represent one narrow way of thinking." Sheppard Fairey

Fairey hoped that these posters would help unite the American people. Empower them to stand up to inequality and injustice.

2. Research – Analysing a Poster

Imagery

How would you describe the images chosen for this poster?

Do they successfully emphasise the message of the poster?

How does the imagery create visual impact and draw in viewers attention?



Colour

How effective is the choice of colour?

How do they effectively communicate and engage with viewers?

How does the colour create visual impact and draw in viewers attention?

Text

Typography

How would you describe the chosen font?

Does it effectively get the message across with limited words?

Where does the statement 'We the People' come from?

2. Research – My Analysis

Imagery



Colour

Text/Typography

What counts as a mark in art and design?

DESCRIPTION VERSUS ANALYSIS

Describing is what you can see. i.e. what is in the design?

Analysis is what *effect* the design issues have on what you see! These comments need to be justified to earn marks.

ANALYSING tells the reader the impact the design issues are having upon you. **What is impactful or successful within the design?**

Complete the phrases which are relevant to the designs opposite on the following sheets

Recognise the difference between description & analysis

TO GAIN A MARK YOU MUST FIRST DESCRIBE THEN ANALYSE THE EFFECT

TASK- 'Fill in the Blanks'

For this task please 'fill in the blank' under each heading. Look carefully at the statements and see if you can identify the difference between *description* and *analysis*.

Colour:

What do the colours red, blue and white create in this poster?

- *patriotic*
- *political*
- *propaganda*

The red, white and blue in the poster contrast to create strong visual impact with a focus.

Function

The eyes of the woman emphasise message of the unapologetic woman which the viewer's attention in Trump's America.

piercing

lock

Muslim

The colours combined with the woman's hijab highlight in a segregated America.

patriotic inclusion

Materials and/or Technique

The original image was created through printing methods which allows art to be quickly like a factory assembly line. This allowed Fairey to produce art quickly to share with vast audiences.

reproduced

mass

screen

This image was presented as part of triptych which is designed to encourage the American to associate 'We the People' with biblical paintings they may have seen in and perhaps even with their own morality.

religious public

church

Style

Fairey's use of simplistic, flat and colours in this piece of is reminiscent to the Russian style from the early 1900's.

Constructivist

propaganda

patriotic

Typography

Serif font has been used which is proven to be easier to read due to lines on a basic therefore appealing to larger audience and not out of place in broadly read newspapers.

form

broadly

decorative

This serif font is associated with daily newspapers which could be considered as quite therefore appealing to a more traditional 'Trump supporter' who may believe in the 'good old days' of America. These are exactly the voters that Fairey would want to to and with what it is to be American.

challenge

appeal

nostalgic