

Worksheet for Analysis of a Poster

Prepare a written report on your assigned poster by answering these questions about it.

A. VISUAL ASPECTS OF THE POSTER

- What is the first element of the poster that catches your attention? Is the message immediately clear, or do you need to look at it more closely to understand it?
- What are the most conspicuous colors used in the poster?
- List several reasons the artist might have chosen these particular colors.
- Does the use of these colors produce a particular mood? (Note: blues and greens are considered cool colors; reds and oranges are warm colors; some colors can call forth images of a particular nation or event; use of contrasting colors can produce a variety of emotional effects.)
- What geometric shapes are used in the poster? (Examine whether the primary elements have been arranged into rough shapes – for example, a triangle is a common artistic element.)
- Does the artist use symbols of any sort in the poster? If a symbol is present, be sure to state whether it is
 - clear and easy to interpret;
 - subtle or obscure;
 - memorable or dramatic

B. VERBAL ASPECTS OF THE POSTER

- What written information can you find on the poster?
- Is there one word or phrase that is visually dominant? Discuss the effectiveness of the choice.
- If the poster includes dates, times, and addresses, is its information clear?
- Analyze the artist's use of language on the poster: how much text is present; is there too much writing or information; how large is the writing; is the font legible; which is the more dominant aspect of this particular poster, the writing or the images; is the use of language effective?
- The most effective posters are generally eye-catching, simple, and direct. Does this poster meet those criteria?

C. OVERALL EFFECT OF THE POSTER

- Who would you say is the intended audience for this poster?
- What do you believe the poster's sponsor wants the audience to do?
- Do you feel the sponsor's intent is clearly communicated by the poster?
- Is the message of the poster communicated primarily by images or words?
- What political purpose is served by the poster?
- What is your overall evaluation of the effectiveness of the poster
 - as a work of art?
 - as a means of communication?
 - as a social or political statement?

Loose Talk can cost Lives!



Keep it under your
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