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?

Designed and developed by the educational staff, Tennessee State Library and Archives,
403 Seventh Avenue North, Nashville, Tennessee 37243-0312
Loose Talk can cost Lives!

Keep it under your STETSON