

# PROPAGANDA

**propaganda 1.** A systematic effort to persuade a body of people to support or adopt a particular opinion, attitude, or course of action. **2.** An institution or scheme for propagating a doctrine or scheme. ♦ *Propaganda* is now often used in a disparaging sense, as of a body of distortions and half-truths calculated to bias one's judgment or opinions.

**Propaganda Roman Catholic Church.** A division of the Roman Curia that has authority in the matter of preaching the gospel, of establishing the Church in non-Christian countries, and of administering Church missions in territories where there is no properly organized hierarchy. Originated by Pope Gregory the XV in 1622 as the **Congregatio de Propaganda Fide** (Congregation for the Propagation of the Faith).

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Propaganda as a form of **message making** has been with us for centuries—sometimes subtle, but more often it's over-the-top. In this project we'll explore the history and uses of various forms of propaganda, as well as the creation and impact of powerful messages that can move people to action or reaction.

**Topics & Categories:** *what messages cause people to commit, in thought and action?*

- Religion
- Politics
- War
- Sex
- Art
- Labor
- Advertising
- Racism
- Immigration
- Censorship
- Free speech
- Drugs/drinking
- Music
- Kamikaze/suicide bombing
- Beauty
- Status
- Holidays
- Family Values
- Food
- Gender

♦ There are *two* distinct sections to this project: **Research & Art**

## Research

Exploring and gathering information & imagery—to enlighten yourself about one particular facet of propaganda of your choosing. The focus in this research section is to follow your interests—choose a particular area from the **Topics & Categories** list and begin scratching the surface to find information and graphic styles that are compelling.

## Art

# the PROPAGANDA POSTER

Using your research discoveries, embark on creating a propaganda poster of your own. *Your own* means crafting a poster that will have impact and a clear message—for you the artist as well as for others who look at the poster.

### Some things to ponder:

- Your research should provide you with a measure of background & inspiration.
- Feel free to borrow from other time periods, artistic style, attitude, etc. as a foundation for your design.
- The more you actually care about your message the more powerful the art can become.
- Your message is about persuasion and impact, not just informational (for example, this poster is very different from a brochure or a flyer which often contain details about time and place).
- Ideally, a propaganda poster will reach people on a gut level (even if it is humorous). Historically, street posters for a mass audience relied heavily on their *visual* message to reach people, including those who were illiterate.
- Consider this to be a mature work of graphic design (a portfolio piece), exhibiting your talents and passion as a graphic designer.
- Consider a poster size of 11 x 17 inches to be the *minimum*.
- Your poster can be made by hand, or digital, or both (drawing, collage, photography, painting, fabric, found objects, etc.). Keep the size requirement in mind—a desire to go with a pure digital illustration this will mean a commitment to producing a large format print.
- A combination of digital printing mixed with painting or drawing can yield some great results.
- The typography can be hand done, or computer printed, or traced from large printed type for a less machined appearance.
- Finished posters—though large—can later be photographed or printed smaller for inclusion in your graduate portfolio.
- It's probably best to use only a few words, as too much writing can distract from the immediate impact of your message.