

# Graphic Design and Persuasion

## Propaganda

- information of a biased nature used to promote or publicize a particular political cause or point of view





# Posters

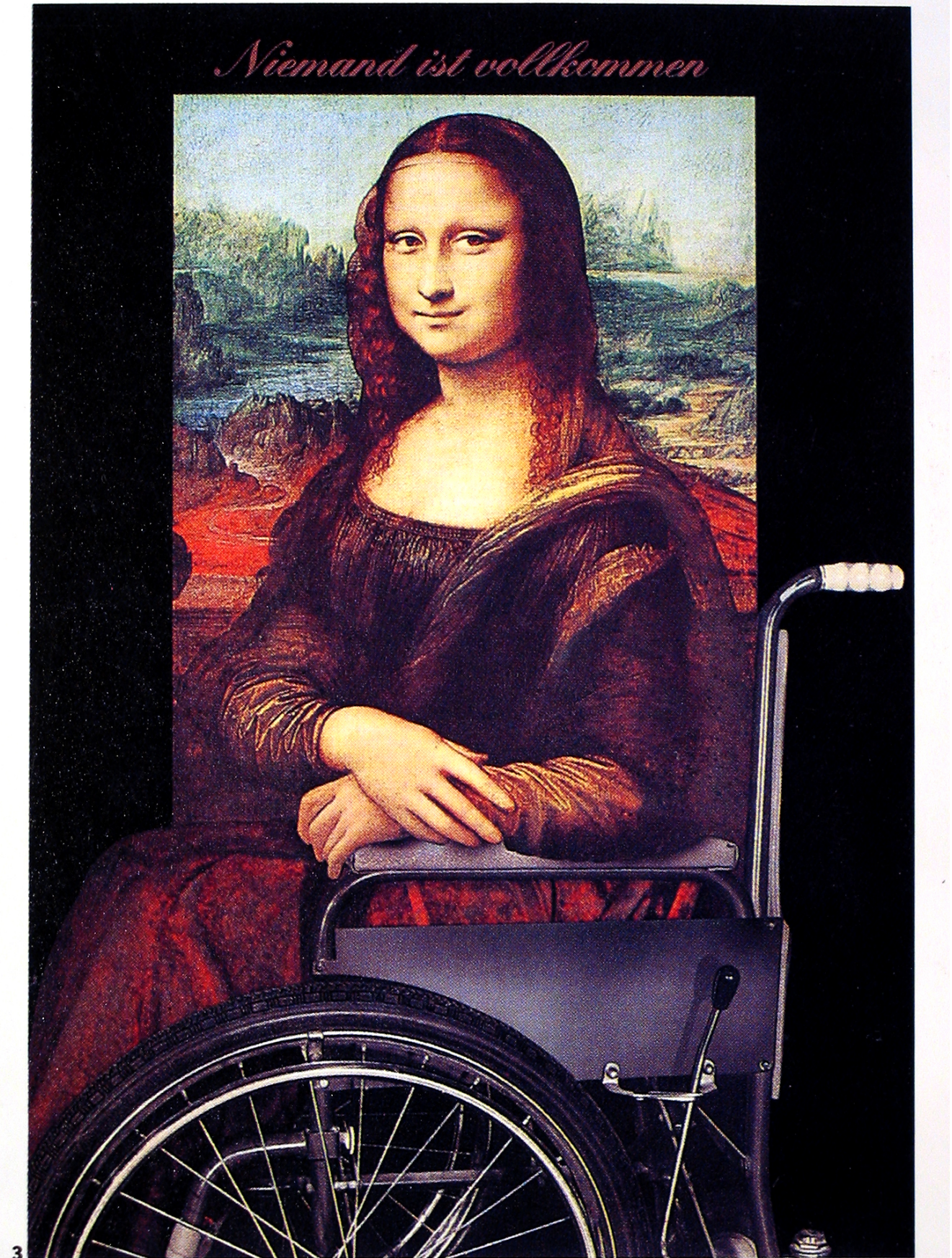


Keith Haring – Anti-Apartheid Poster



## Postcards

Nobody's Perfect, 1981,  
International Year of the  
Disabled





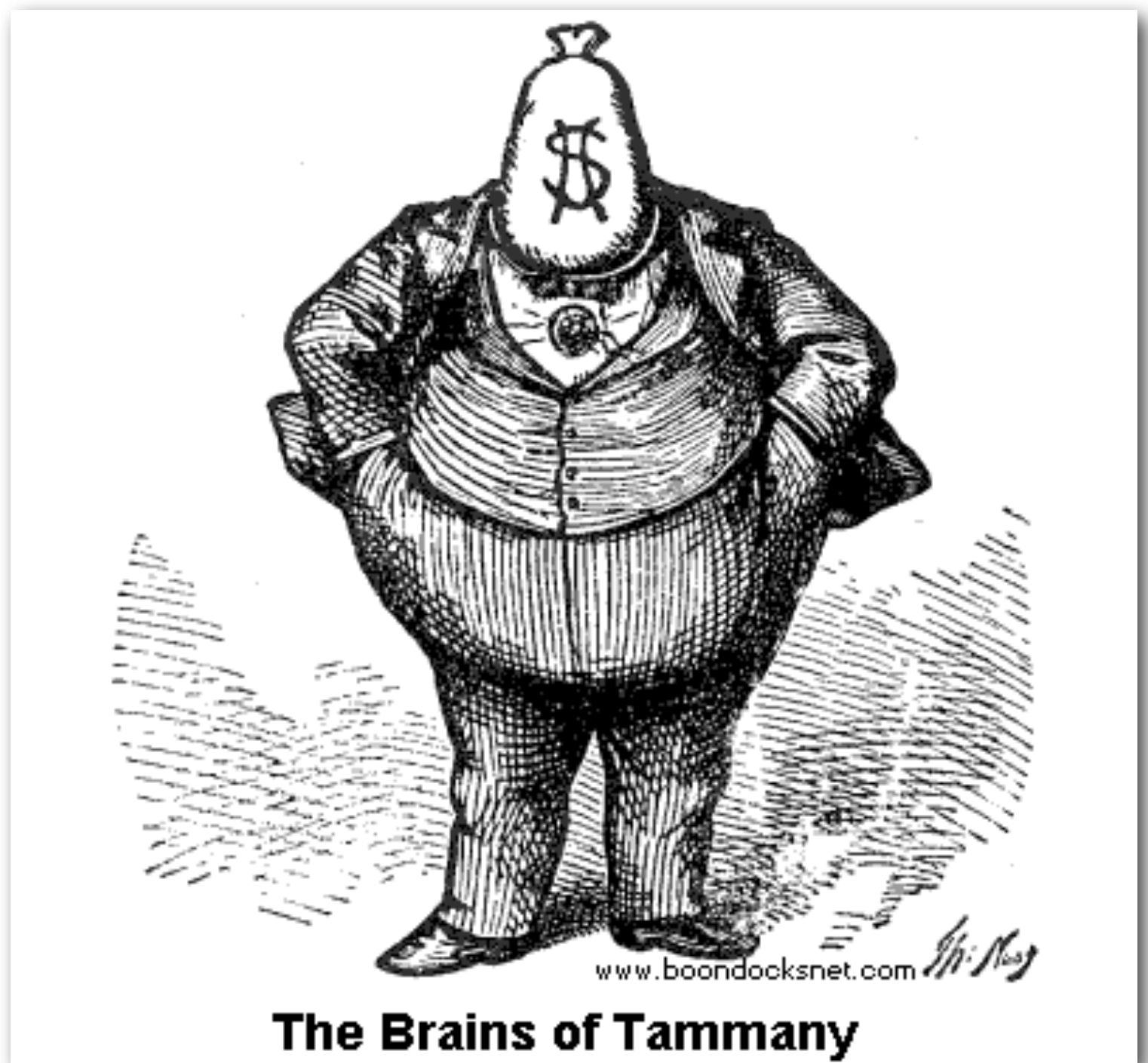
# Cartoons – Political Satire

Second half of the 1800s  
saw newspapers flourish

Thomas Nast – leading  
American cartoonist

Often given credit for  
removing a number of  
corrupt politicians from  
office

Popularized the Republican  
and Democratic Party  
symbols



Thomas Nast

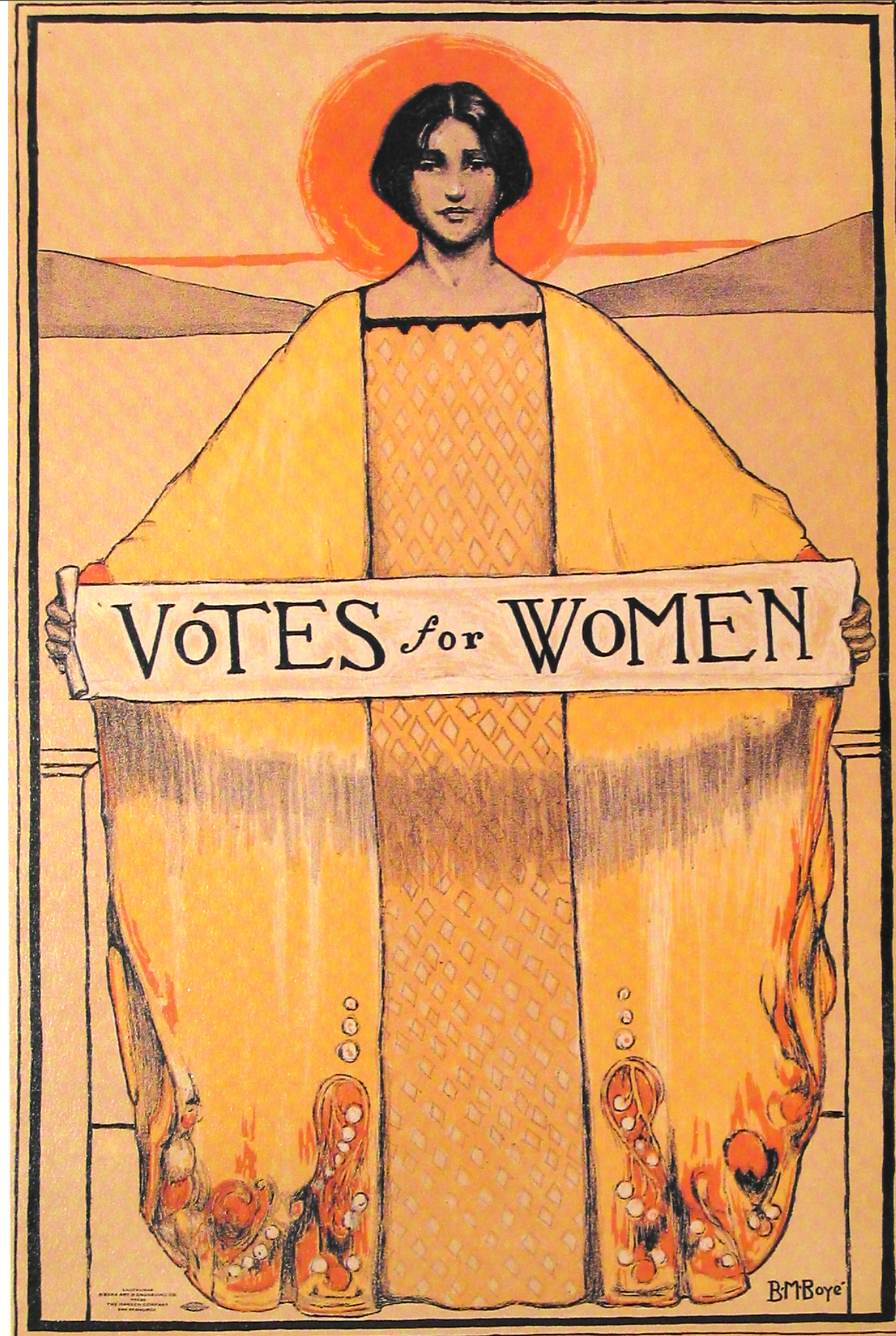


## Early 1900s

Poster establishes itself as advertising tool and popular art form

Women's suffrage movement was one of the first to borrow style and techniques

Used by people on both sides of the issue

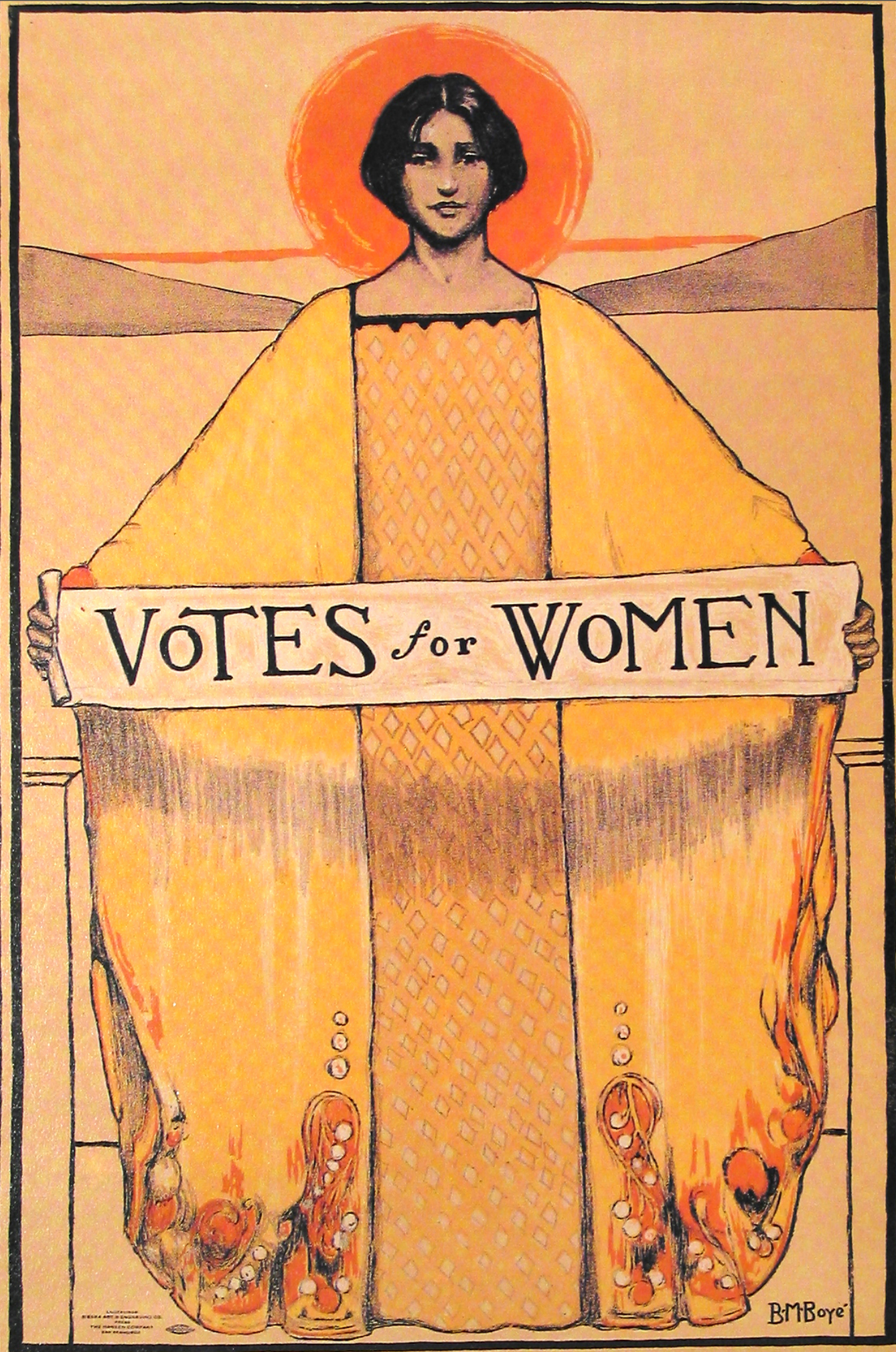


1913









1910, 1913



## Posters and WW I

Both sides used to sell war to public, sustain use of money, supplies and lives

Different visual techniques used by different nations



Alfred Leete, poster for military recruiting, c. 1915. This printed sheet makes confronts the spectator with a direct gaze.

Posters became primary form of mass communication to recruit soldiers, raise funds and keep morale high.

Allied Forces (France, England, Russia and in 1917 the USA) took an illustrative literal imagery rather than the symbolic forms used by the Central Powers led by Germany and Austria-Hungary.



# British War Posters

British forces relied on volunteers

1915 – Lord Kitchener wants you!



By Alfred Leete

Lord Kitchener was the British Secretary of War



# British War Posters

War posters make use of shame, guilt and humor



Saville Lumley, "Daddy, What Did YOU Do During the Great War?," poster, 1914



# British War Posters





# American War Posters



Jesse Wilcox Smith

Emphasize the public contribution by appealing to patriotic emotions.



# American War Posters



Joseph C. Leyendecker, poster celebrating a successful bond drive, 1917. Leyendecker's painting technique of slablike brush strokes makes this poster distinctive.

Here a boy scout hands a sword to liberty emblazoned with "Be Prepared" It drove the need to contribute to all levels of society.



# American War Posters

Montgomery Flagg, 1917







16-16



# BRITONS



"WANTS  
YOU"

**JOIN YOUR COUNTRY'S ARMY!**  
**GOD SAVE THE KING**

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16-13



**I WANT YOU**  
**FOR U.S. ARMY**  
NEAREST RECRUITING STATION

1



16-11



# German War Posters

influenced by the design styles of the day

used simplified images and powerful shapes and patterns to communicate message

Julius Klinger



Symbolic in nature. Reflected influence from the Sachplaket or Object Poster.

Flat color. Strong figure ground relationships. Symbolism.



# Sachplakat

associated most with  
Lucian Bernhard



Lucian Bernhard, poster for Stiller shoes, 1912. Against the brown background, dark letterforms, and black shoe, the inside of the shoe is intense red and the front of the heel is bright orange.





Lucian Bernhard, poster for a war-loan campaign, 1915. A sharp militaristic feeling is amplified by the Gothic inscription, "This is the way to peace--the enemy wills it so! Thus subscribe to the war loan!"





Julius Gipkens exhibition of captured airplanes





Tried to break English blockade “U-Boats out”

Hans Rudi Erdt, poster heralding German submarines, c. 1916. A powerful structural joining of type and image proclaimed, “U-Boats Out!”





“Support our men men in field grey. Crush England’s might. Subscribe to war loans.



# Between Wars

Economic upheaval

Bauhaus would open and close

Publications critical of government, *Simplicissimus*

Nazis cause one of the greatest transnational migrations in history

Scientists, artists, designers and authors left Europe for America

