

Analyzing Posters Guide

Give the poster a title (or one in your own words if it has one already):

OBSERVE

TIP: For more complex posters, divide the image into quadrants and study each section.

What are the main colors and symbols used? Are they clear/easy to understand? Memorable?

What words are prominently used in the poster?

What action is taking place in the poster? What is the central figure/object?

Who created the poster? (Artist, agency, etc.) How was it created?

REFLECT

What is the significance of the central figure/object? How does it relate to the main theme?

What is the mood/tone created by the poster? What words, images, or other elements create that mood/tone?

Who do you think the intended audience was for this poster?

What do you think the artist's/creators message is to the viewer? Was it to take an action?

How is the message being communicated? In words, images, or both?

How might this poster be different if created today? Would you change anything?

QUESTION