visual analysis worksheet

Instructions: Choose a poster from the online collection of American World War I propaganda posters located here: http://docsouth.unc.edu/wwi/posters.html.

For the poster you have chosen, complete the questions below:

TEXT


2. Does the poster use punctuation in a way that helps the reader interpret its meaning? If so, how? If there is no punctuation, what is the effect of its absence?

3. What size is the text? How much space does it take up on the poster?

4. How would you describe the font? (Is it formal or informal? Does it mimic handwriting or book text? Are there multiple fonts or multiple sizes of fonts?) How does the font influence the way the reader interprets the text?
visual analysis worksheet

IMAGERY

1. What imagery strikes you as the most interesting? Where does your attention go first? Why?

2. Is there a human figure on your poster? If so, where is the attention of that person (or people) directed? How would you describe their body posture or physical appearance?

3. What purpose do non-human images serve? How do they get your attention or convey messages?

4. How do the images and text interact?
The Rhetoric of American World War I Propaganda Posters

visual analysis worksheet

AUDIENCE

1. To whom do you think this poster's message is directed, and what visual or textual evidence do you have for this interpretation? You can think in terms of gender, class, civilian status, race, nationality, geography, age or other category. Don’t forget that some posters target very specific populations, while others aim at a more general public.

2. Are the human figures depicted meant to be like or unlike the intended audience? How is the intended audience supposed to see themselves in relation to the people depicted in the poster?