

Exhibit Your Voice

Public Art as Propaganda



Pablo Picasso, *Guernica*, 1937

What is propaganda?

Propaganda are ideas that are spread to help a cause, political leader, or a government.

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How can propaganda messages spread through images?



COLOR

How does color set the mood of the image? In this 2008 Presidential campaign poster, the colors red, white and blue, like the American flag, set a patriotic mood.



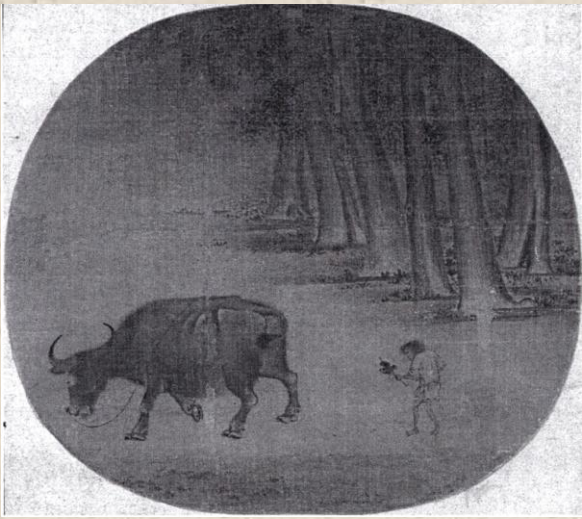
WORDS

How do words clarify your propaganda message? In this World War II poster here, the slogan, "We Can Do It!" makes the message encouraging and unifying.

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FORM

How does the form of propaganda support your message? Here, this image is on a fan. When this fan, a common accessory in Song Dynasty China, was carried in public, it helped publicize the political message discreetly.



SIZE

How does the size of your propaganda image help draw attention to it? How might the size of your image affect the way people receive the message? This painting by Picasso is 11'6" x 25'6", so it is difficult to ignore!

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Discussion Questions:

- How does color show the mood of your propaganda image? Does color make your image patriotic? Uplifting? Angry? Energetic?
- Does your propaganda need words to communicate your message? Or, can you share your message with images alone?
- What shape or form will you use for your propaganda image? How does the shape or form of your art help spread your message?
- Are you making your image large or small? Why?

