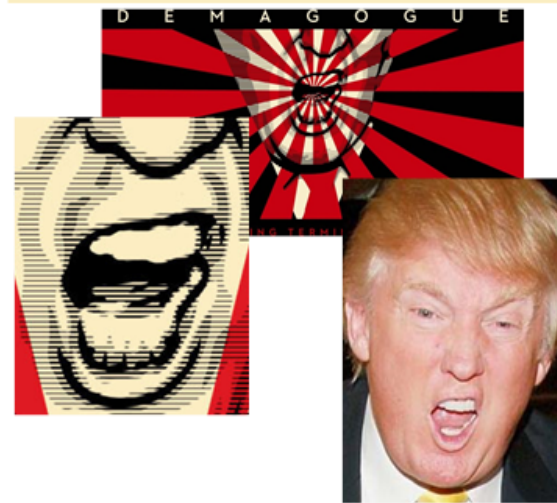


## Use of Colour

- Limited pallet of black, red and cream paper, simplifies the design and emphasises the dramatic nature of the imagery.
- Fairey uses a colour scheme reminiscent of **Russian Socialist propaganda**, this makes a visual connection with the political message he wants to make.
- The dramatic use of red in the centre section of the image draws our eyes upwards towards the distorted face of Trump.
- Fairey cleverly changes the colour of the tie to fit into the lower section of the image to exaggerate the shape of the V within the image and leads the eye up to the title of the album from the name of the band at the bottom.
- The use of the colour red creating an 'evil' connection within the image, however does contradict the use of red within the communist party posters of his inspiration.

## Use of Imagery

- Use of the Trump photograph very topical in the lead up to the American election. Only Trumps lower face is shown emphasising his shouting mouth.
- Fairey creates an image which backs up the lyrics of the song of the same name. The focus is on the speaking and shouting of Trump, reinforcing the opinion of the leader being a 'Demagogue' Fairey draws our attention to the source of the apparent lies.
- The dramatic red lines highlight Trumps face, in what looks like searchlights or spotlights, Fairey makes a connection with media or Trump in the media's eye.
- Fairey makes his opinion of Trump clear through this choice of imagery, the twisted mouth, and angry shouting stance, the name of the Album is almost not needed.



## Function

- Franz Ferdinand commissioned Fairey to create the 'Anti Trump' Album cover after the success of his 'Hope' poster from Obama's election.
- The band's music is a mix of post punk and dance music, they frequently use Russian Constructivism in their Art work.
- Fairey produces an Album cover which represents the bands styling and image then mixes it with their strong 'anti Trump' political message
- The current focus on Trump forced the imagery into the public eye, serving to both advertise the Album and to promote a political message.
- Propaganda through a popular medium.

## Use of Techniques and Materials

- Fairey uses 'Screen Printing' as his main technique in 'Demagogue'
- As in 'Hope' Fairey again uses an uncredited photograph from the media as a bases of his art work.
- The image is produced using a technique in Photoshop which simplifies the photograph down into linear tonal patterns. Fairey then mixes this with layers of geometric shapes and fonts.
- The design is transferred onto a photographic screen for printing, two colours are used onto cream paper, this allows the designer to produce a 'run' of edition prints.