

# MATERIALS AND TECHNIQUES

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- Used a photograph of Obama.

Why...?

Some resemblance – easily recognise Obama.

- Made a stencil from the photograph and screen printed it.

Why...?

Shapes more definite and bold.

# TARGET MARKET/AUDIENCE



- Colours of the American Flag

Why...?

Patriotic. Appealing to the American public.

- Modern style. The word 'HOPE'.

Why...?

More appealing to young people/first time voters.

'Hope' - Engages the younger generation who want their futures to be brighter.

# VISUAL IMPACT



- Scale of Obamas portrait filling the whole space.

Why...?

Striking. Creates strong visual impact.

- Large scale and bold use of the word 'Hope' (with no other text).

Why...?

Instant message. Assertive and memorable.

# STYLE



- Contemporary/graphic style of political poster

Why...?

Refreshing, new exciting – reflecting Obama's election campaign (first black president).

- Simplified shapes, text, colours and tone.

Why...?

Everything is simplified, including the text to make the message about Obama very clear and strong.

# INFLUENCES AND/OR SOURCES OF INSPIRATION

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Punk Music

Why...?

Inspires Fairey to create something political.

Graffiti/Street Art

Why...?

Inspires Fairey to use fast techniques such as stencils

Andy Warhol

Why...?

Huge inspiration of Faireys. Warhol also used icons or celebrities in his work.

# FUNCTION/FITNESS FOR PURPOSE



- ❑ Simplified text and shapes.

Why...?

Clear/easily read/informative

- ❑ Limited Colour Palette. Simple design.

Why...?

Easily reproduced. Cost effective in terms of ink.

# PERSONAL OPINION



I like this poster/I admire Faireys style/I think this poster is successful...

Why...?

Because...

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Why...?

Because...