

ART ACTIVITY FOUR: DESIGN A RECRUITMENT POSTER.

Learning objectives:

- To look at how imagery and text is used to convey and influence emotions and ideas;
- To understand that process by creating your own images with a clear message;
- To create a finished piece using chosen media that can be put on display.

Resources

- A3 card or paper
- Materials for collage
- Paints, coloured pencils
- Memorabilia pack

Introduction

Look at the recruitment posters in [Historical Context Chapter 7 Signing Up](#), and the facsimiles of the recruitment posters in the Memorabilia pack, which were made to try to encourage men to volunteer as soldiers.

Discuss these questions:

- What images do the posters contain?
- How are they appealing to the young men? e.g: are they promising adventure or appealing to a sense of belonging, duty, pride, "King and Country".
- Are the posters optimistic or pessimistic e.g: fighting for a positive idea or fighting to stop an evil enemy?
- How much do the posters deal in reality/fantasy?

MAIN TASKS

1. Make exploratory drawings, paintings, collages looking at different ideas that you think would make somebody want to join the army and fight. Think about the main image. How do you want your design to make the person viewing it feel e.g: if you don't join up you be "missing out" or the enemy will destroy your way of life etc. etc.
2. Having explored several ideas, choose your best one and make a large (A2 or A3) design. Think about the following:
 - a. How many words does your poster need to get the message across?
 - b. How many colours do you want to use to make your message clear?
 - c. How can you simplify your idea to make the message as clear and powerful as possible? Can you create a design using cut outs/collage as well as pencils and paint? How believable is your message?

Extension Activity

Look at modern adverts or leaflets for selling products. In what way are these similar or different to the recruitment posters? Would you design a Recruitment poster differently to attract today's young people from the one you've created to get people to sign up to fight in the First World War?