

Is a Picture Worth A Thousand Words? Engaging with Visual Culture

Activity 3: Comparing Images



Applying the questions from the Reading Images wheel, in pairs discuss how the graffiti image on the left (by an anonymous artist) has appropriated the Alfred Leete's World War I Lord Kitchener recruitment poster (1914). Consider how the posters differ and their similarities; what has been altered and why; who the intended audience is for each poster etc.

Background info to World War I poster:

The poster began as the front cover to the magazine *London Opinion* (September 1914). The Parliamentary Recruitment Committee altered the wording and it was turned into a poster. The poster was so successful it was adapted for American use in World War I and II by JM Flagg, and has been used for several other campaigns since. For further discussion consider the uses of imagery within propaganda and other campaigns you know of.

Extension Activity:

Consider the uses of imagery (posters, leaflets, films) within political propaganda and other campaigns you know of. Look at political campaigns run in the UK and America, and how they play upon codes and signifiers, and how designers combine words and images to create meaning. What do you learn from the material? Is it evocative or informative?

If you were to run an environmental campaign how would you go about selecting your images and text? Think how you would use the space within the visual frame, colour and font; who your target audience would be and the key message you want them to receive.