- Posters
  - A two-dimensional, single-page format used to display information, data, schedules, offerings, and to promote people, causes, places, products, companies, services or organizations.
    - Graphic Design Solutions, Chapter 6, pg 142
  - Posters are meant to be hung in public places and to be seen from afar.
    - Outdoor advertising (billboards, signs)
STANDARD POSTER SIZES-
- 11”x17”
- 18”x24”
- 22”x28” (half sheet)
- 20”x30” (UK Double crown)
- 24”x36”
- 27”x41” (one sheet, traditional poster size)
- 30”x40”
- 36”x48”
POSTER MOVEMENTS

- Belle Epoque
- Art Nouveau
- Propaganda
  - Russian Revolution, Nazi, Cuban, war-related
- Modern
- Art Deco
- International Style
- Post-Modern

Vintage posters
• Belle Epoque
  – The dawn of the poster. Includes posters created between 1880-1900.
  – Predominantly French movement
  – Most, if not all, are Lithographs
  – Characterized by loose drawings, flat colors, loose type.
- Belle Epoque

Jules Cheret
*Montagnes Russes, 1889*
- Belle Epoque

Henri Toulouse-Lautrec
*Aristide Bruant, 1897*
Belle Epoque

Leonetto Cappiello
*Cachou lauunie*, 1900
Art Nouveau

– A movement started at the end of the 19th century, from 1890-1910.
– An ornamental style that arose from the Victorian age whose quintessential artist is Alphonse Maria-Mucha
– The majority of posters were lithographs, some woodcuts, engravings.
- Art Nouveau

Alphonse Maria Mucha
Sarah Bernhardt
POSTERS

- Art Nouveau

Alphonse Maria Mucha
*Job, 1898*
- Art Nouveau

Alphonse Maria Mucha

*Bières de la Meuse*
Propaganda

- Political posters that push forth an ideology. Samples include the Russian Revolution, World War I, II, German Nazi posters, Spanish Revolution.
- Towards the late 1920’s photo-offset is introduced.
Posters

- Propaganda

Nazi Propaganda
1930’s
POSTERS

- Propaganda

Soviet Recruiting poster
1930’s
POSTERS

- Propaganda

US Division of Information
*Work to Keep Free!, 1943*
Propaganda

US Division of Information
*Women in the War: We Can’t Win Without Them*, 1942
POSTERS

- Propaganda

John Heartfield
_The Meaning of Geneva_,
1932
Modern

– Arose after World War, feeding from the advancements in art of the early 20th century (Cubism, Constructivism).

– Basic designs founded on elements and principles of design.

– Became the style taught by the early Bauhaus
Modern

Schmidt
Bauhaus Exhibition, 1923
- Modern

Austin Cooper
- Modern

El Lissitzky
Art Deco

- A Modern movement, it epitomized the Machine Age. Known for its simplified shapes and angular type.
- Started in the 1920s through the late 1930s
POSTERS

- Art Deco

Federico Seneca
Cacao Perugina, 1929
- Art Deco

A.M. Cassandre
Normandie
POSTERS

- Art Deco

A.M. Cassandre
Nord Express
- **Swiss International Type Style**
  - This style relied on black and white type and photography. It was based on Bauhaus modernist ideals.
  - It gained worldwide prevalence in the 1960s-70s; still widely used nowadays!
- International Style

Armin Hofmann
Exhibition poster
- International Style

Armin Hofmann
Giselle, 1969
• International Style

Muller-Brockmann

Less Noise

1962
Post-Modern

- The contemporary posters created in the 1980’s, 1990’s, and today.
- Tend to be chaotic, complex, spontaneous.
- A rejection of the old.
- Post-modern

Wolfgang Weingart
- Post-modern

David Carson
- Post-modern

Nathalie Le Gall
1998 World Cup
Homework-

– Find a sample of each poster style discussed in class. Consider which styles will influence your project.

– Develop sketches for the symbol to be used in your poster materials.
Posters:

- History of the Poster
  by Josef Muller-Brockmann, Shizuko Muller-Brockmann
Graphic Design Solutions -
   – Chapter 8