

Power of Images

VIII_Posters

Definition and Meaning

- **Meaning:**
 - French: *Affiche* – *afficher*
 - Czech: *plakát* – *placard*
 - English: *Poster* – from French verb *poster*
 - the term was first recorded in 1830-40
- **Definition:**
 - placard posted on a public place which offer products to clients
 - Art/advertising – graphic
 - P make part of visual culture, they shape:
 - Attitudes
 - World view (*imago mundi*)



Miliony národního jmění zachrání

správné zacházení s prádlem. Naše hospodyňky utrpí ročně velké ztráty používáním škodlivých pracích prostředků, jako je pouhá soda, mýdlo z vodního skla atd., které ničí tkaninová vlákna drahého prádla.

Jest v zájmu všech, aby zabránily těmto ztrátám a prádlo si uchovaly. Proto mají práti jen dobrým, osvědčeným jádrovým mýdlem, které prádla šetří. Tím je již přes 80 let známé

SCHICHTOVO MÝDLO.
POZNÁTE JE PODLE
ZNÁMKY JELEN

HS T 4-32



SEUS VÍDEOS FICARÃO ETERNIZADOS NO YOUTUBE
O MELHOR E MAIS AFAMADO SITE DE VÍDEOS DA INTERNET!

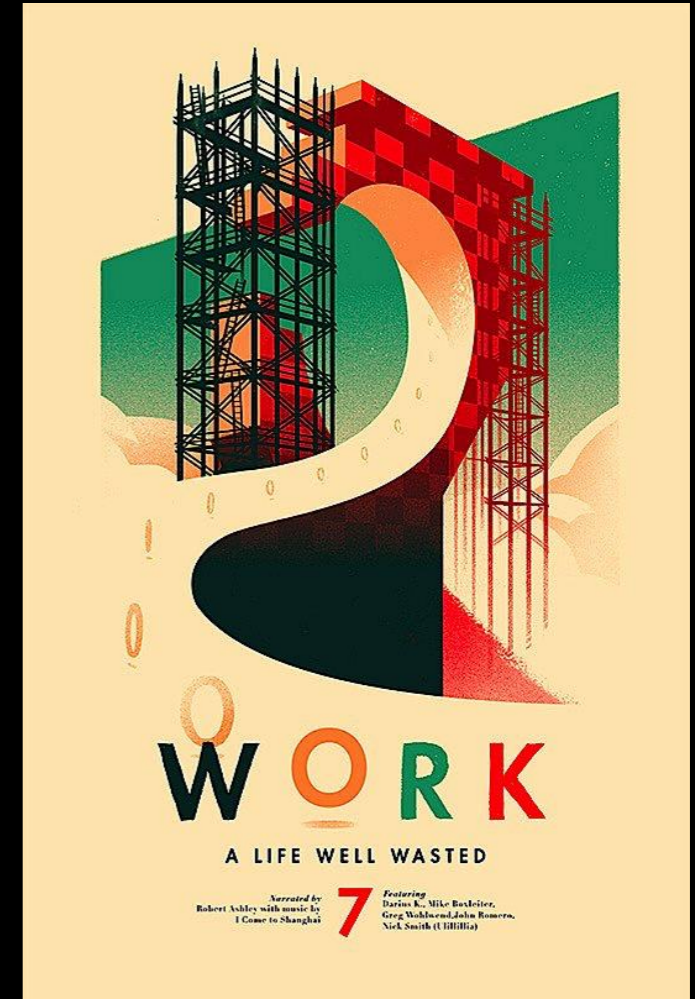
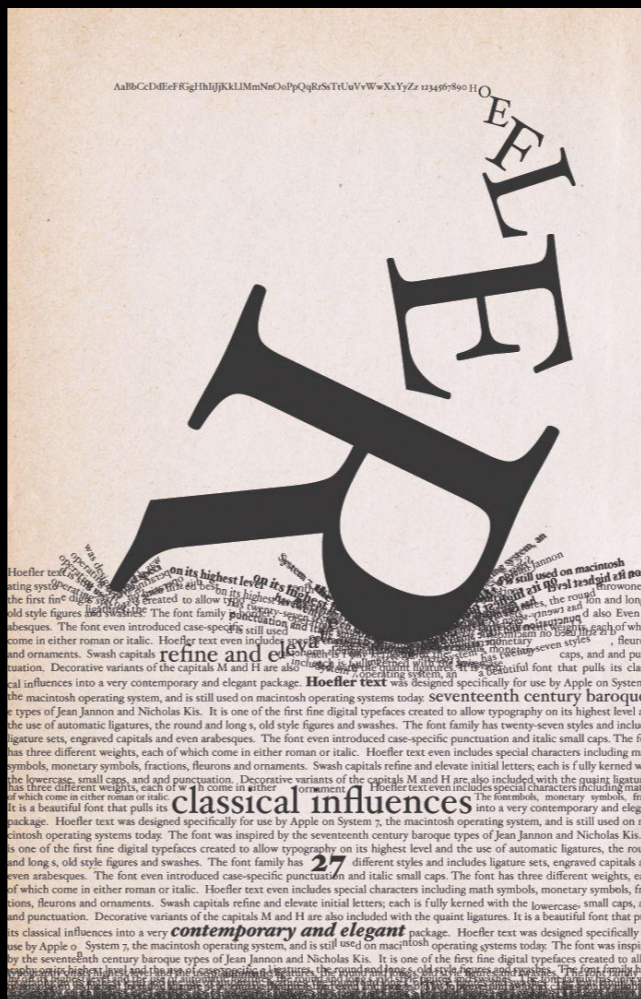
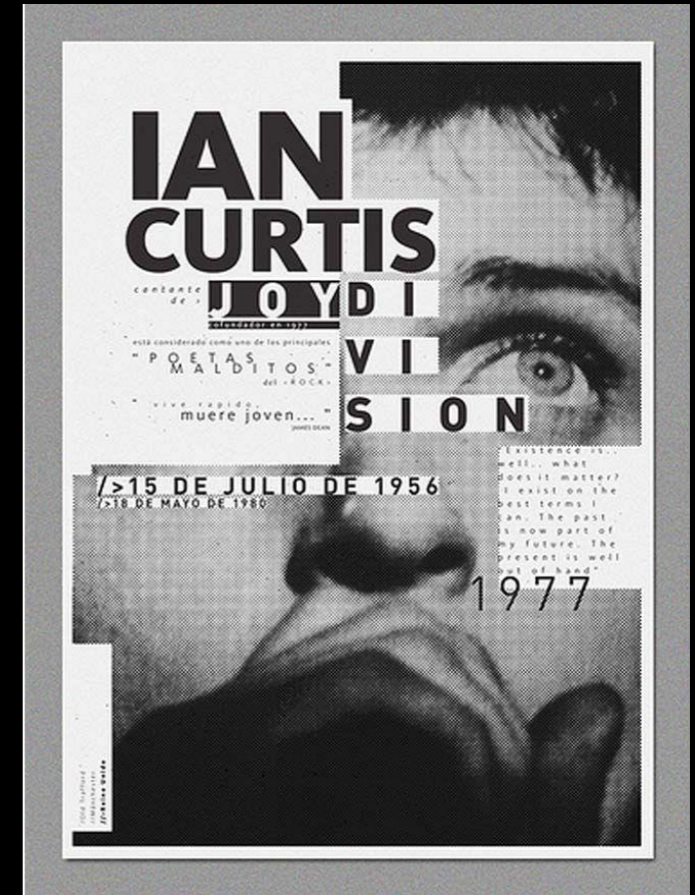
Facebook
UMA PRODIGIOSA REDE SOCIAL, CONSIDERADA FORA DE CURSO.

Twitter
A sublime e notável rede social de 140 caracteres!

SKYPE®
O FABULOSO SISTEMA INTERACTIVO CAPAZ DE AGREGAR VOSSA FAMÍLIA.

Types

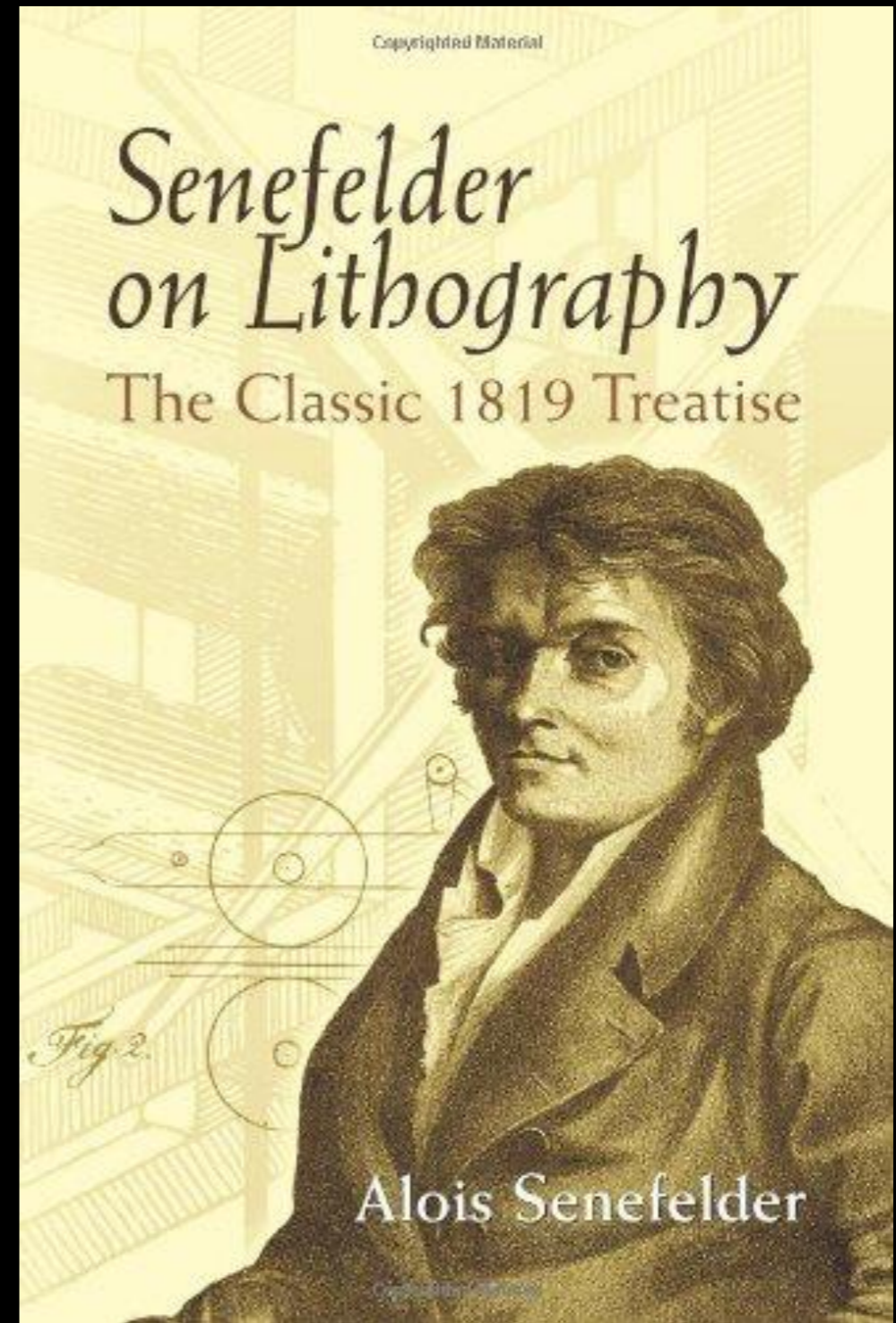
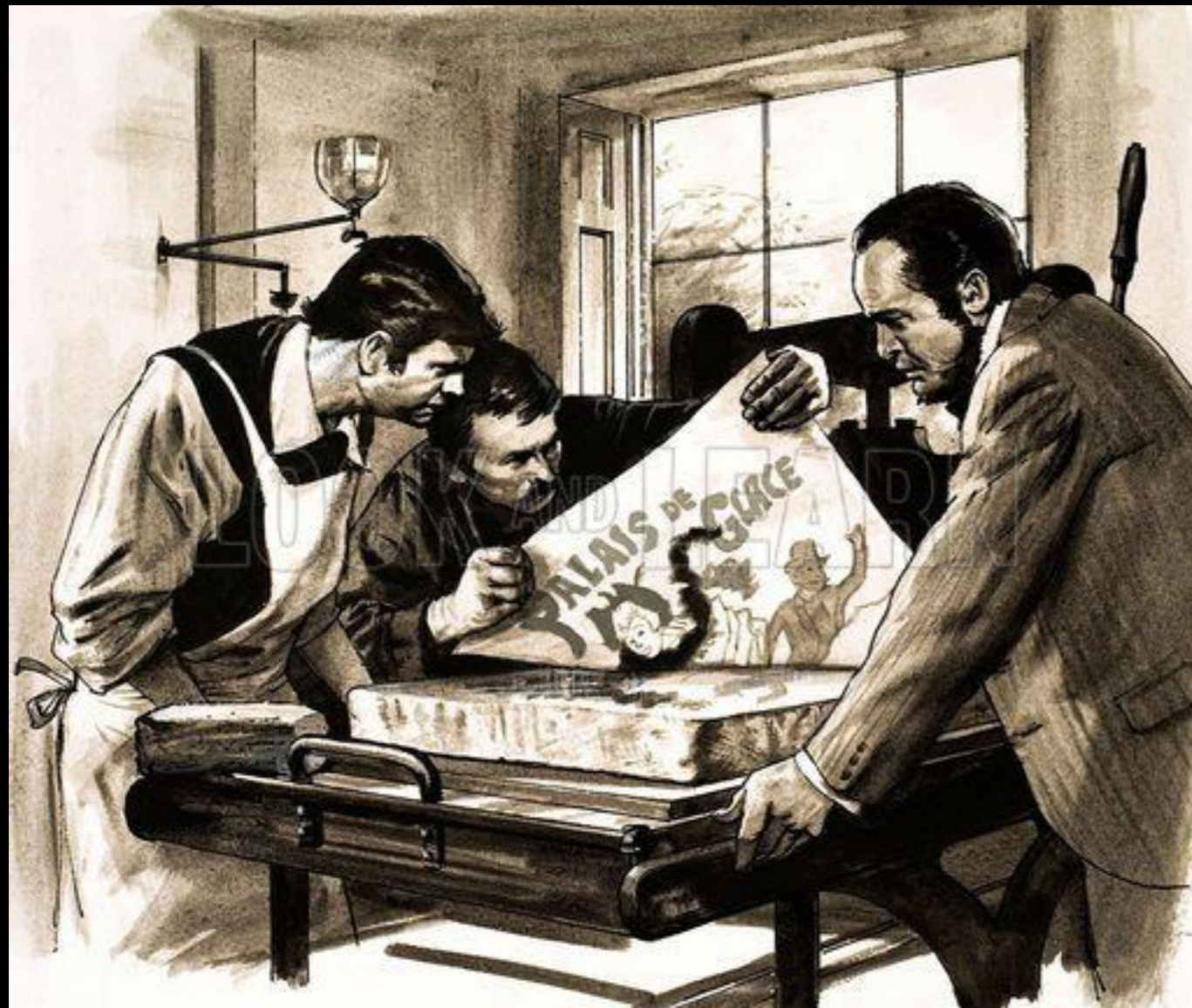
- we distinguish P by:
 - **content:**
 - cultural
 - political
 - social
 - advertising
 - movie, pin-up, affirmation, educational...
 - **artwork:**
 - caligraphic
 - photographic
 - typographic
 - graphic
 - with images
 - Size is standardized



History of Posters

- China, Egypt, Greece, Rome
 - e.g. *Ephesus Brothel Advert*
- **Letterpress printing**
 - e.g. First handouts appeared in England in 1480 (William Caxton)
 - First posters begin to appear in 17th C
- **Lithography** (Alois Senefelder, 1798)
- Jules Chéret
- Henri de Toulouse-Lautrec
- Art Nouveau - P as a main artistic medium
- **Typography** (1910, Germany)
- WWI and WWII - P as basic medium of communication, propaganda
- **Screen printing**
 - Baťa company
 - USA, Andy Warhol

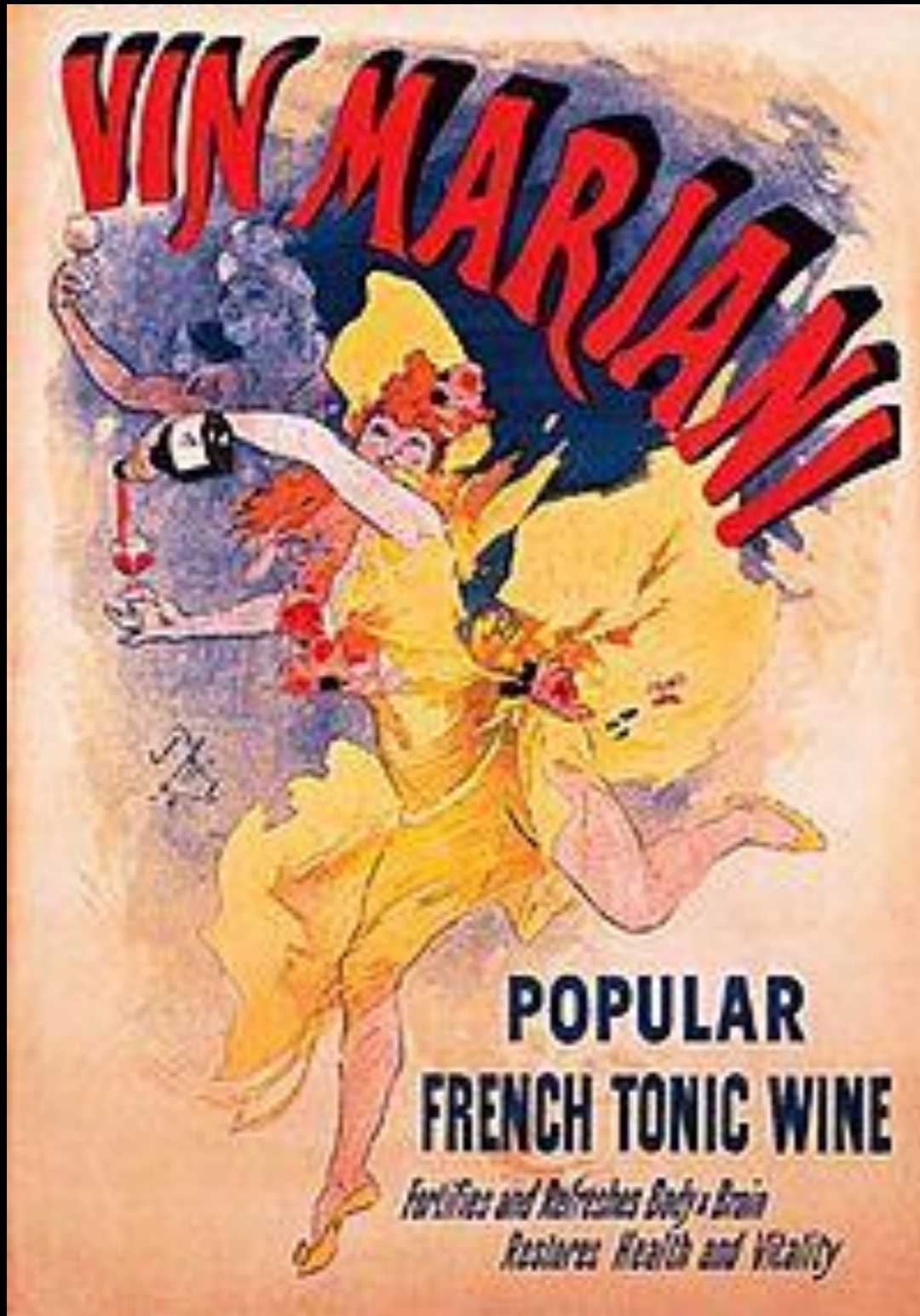




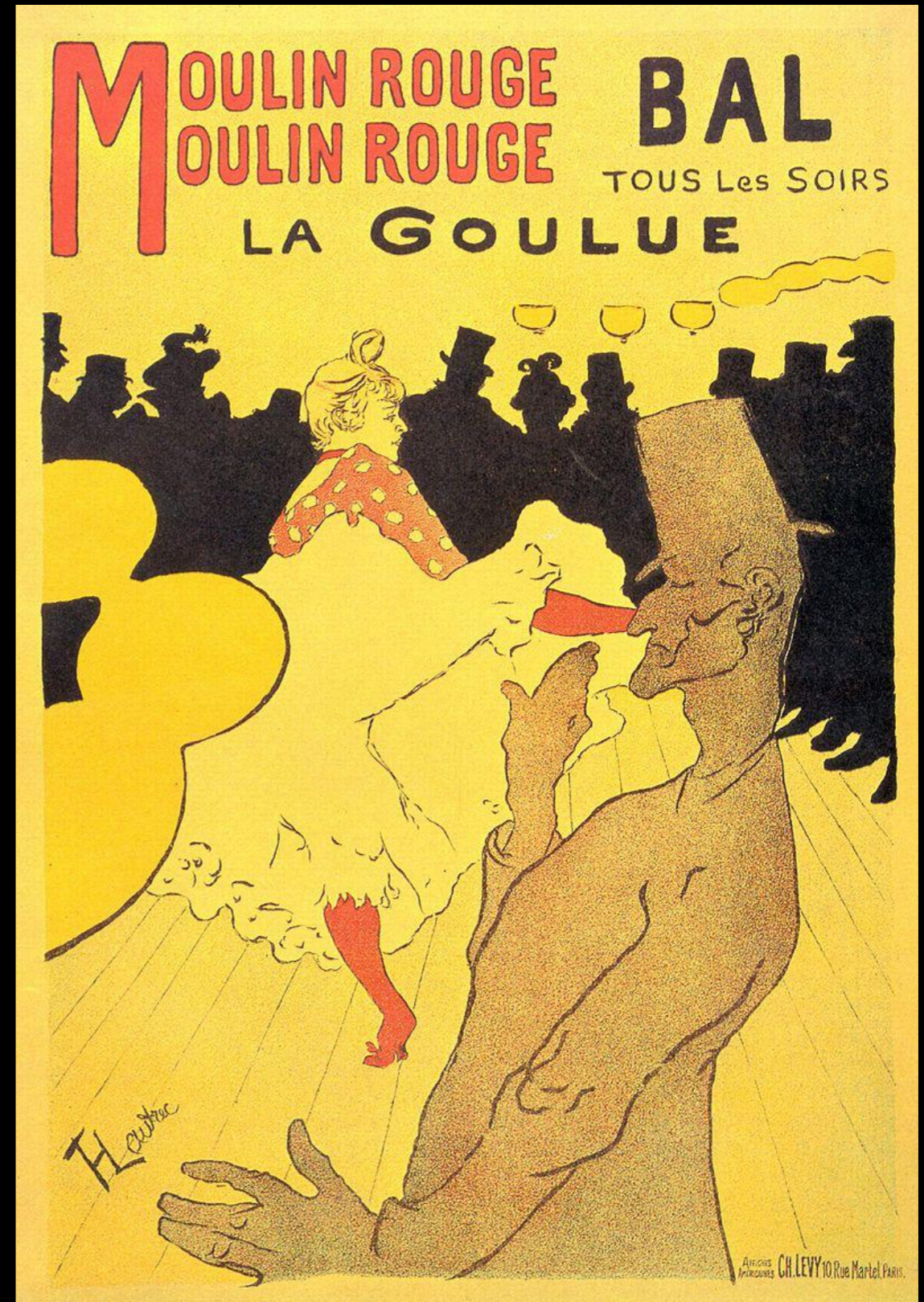
Billboards and Poster Columns



Jules Chéret



Henri de Toulouse-Lautrec



Art Nouveau



Josef Mucha



Typography



First World War Recruitment Posters

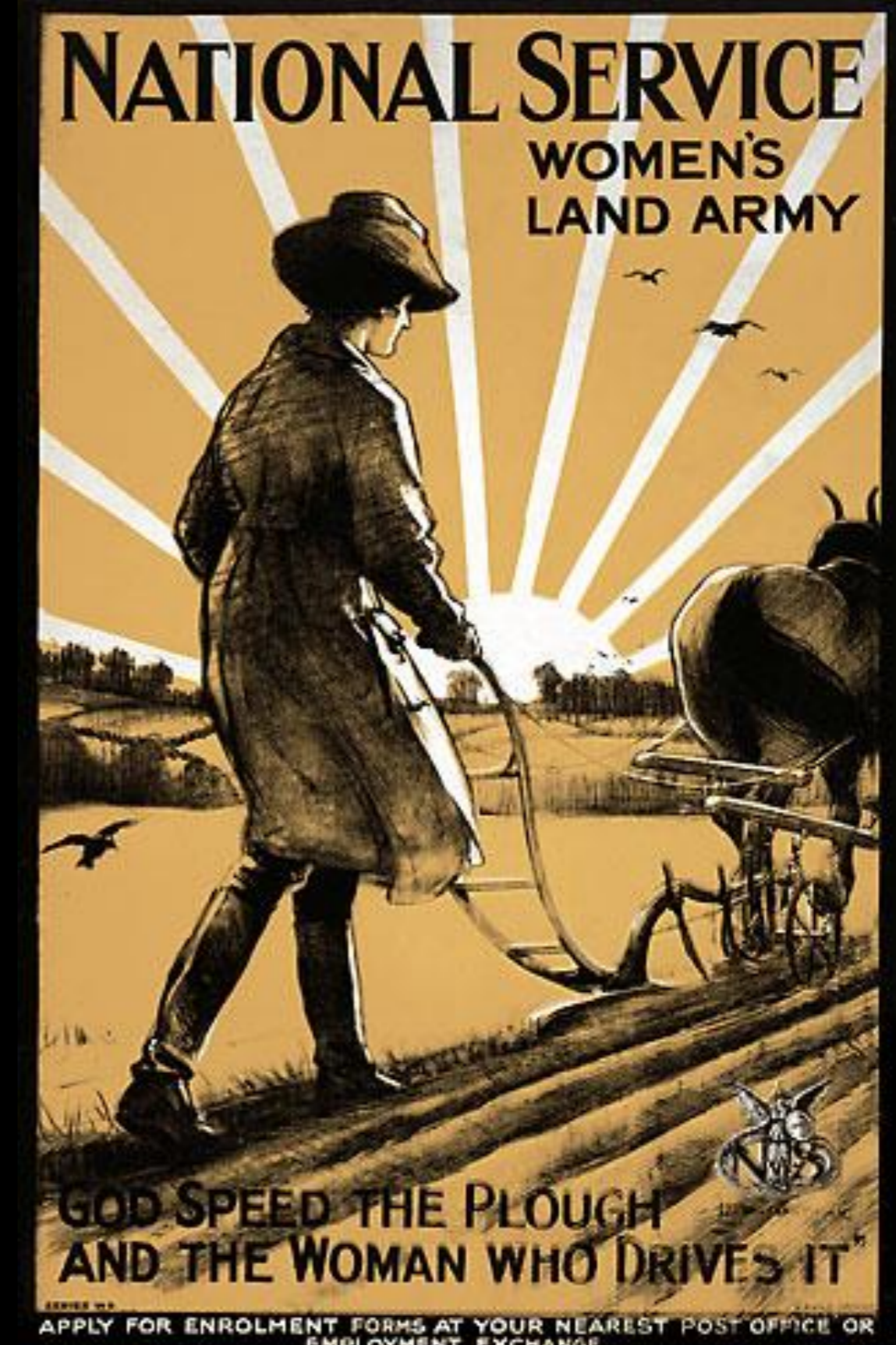
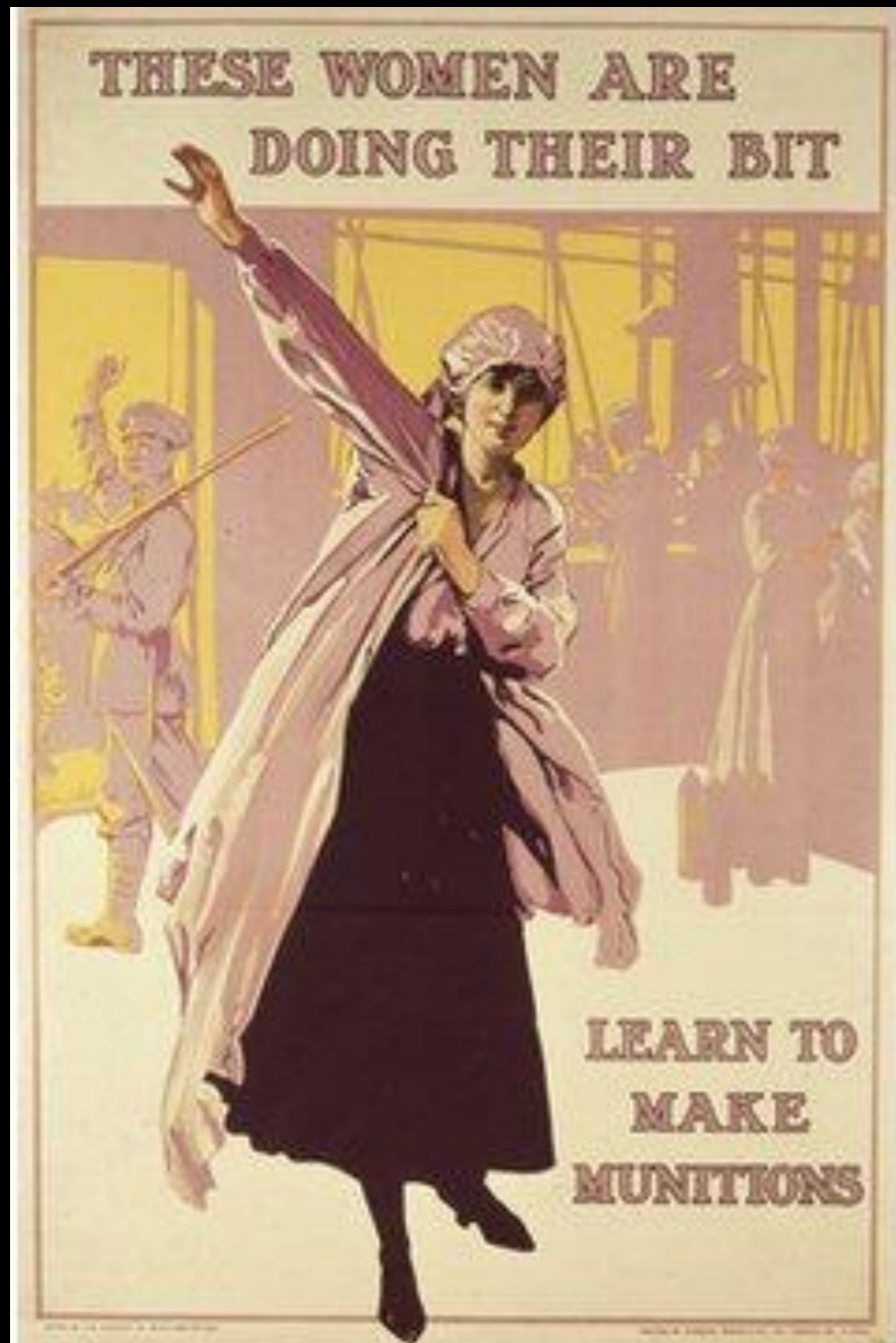


Themes

Recruitment of Men to Join the Army




Recruitment of Women to Enter the Workforce



Request for War Bonds and War Loans

TURN YOUR SILVER INTO BULLETS

AT THE POST OFFICE



4% War Loan **R** 02958
SCRIP VOUCHER
WORTH OF ISSUE—JUNE

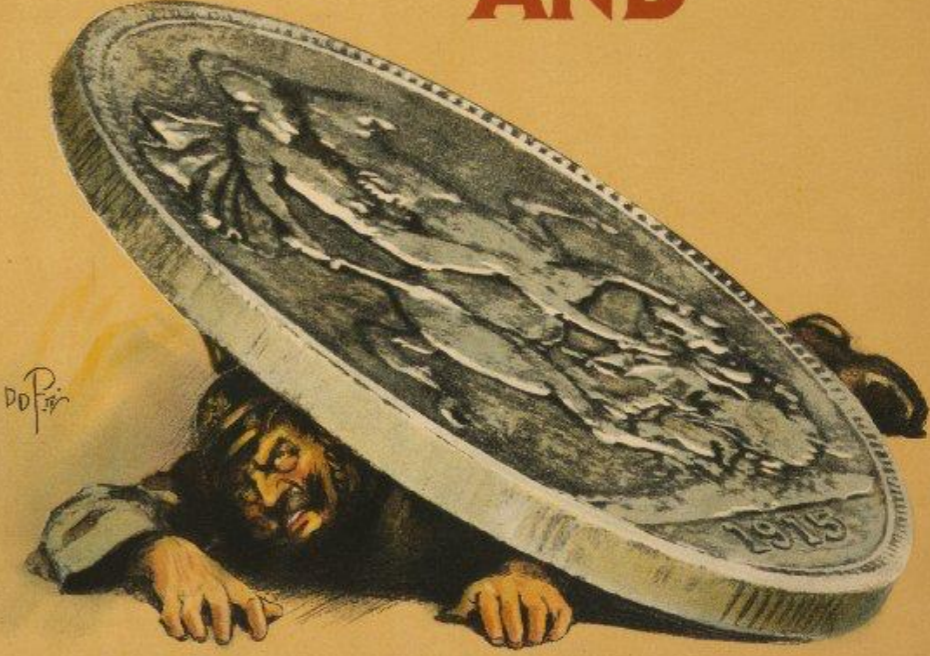
This Voucher is a Scrip Voucher for Five Shillings (5s). Scrip Vouchers to a total amount of £5 or any multiple of £5 may be presented at any Post Office at any time between 1st September 1915, until the end of the War, and will be redeemed at the rate of 1s per cent. This War Loan or Bonds (1925-25) at the same amount, together with interest at the rate of 3 per cent per annum from the first day of the month following the month of issue to 31st December 1925, and thereafter at the rate of one shilling per cent per annum.

Name of Holder _____
Address _____

PRINTED BY THE PARLIAMENTARY WAR SAVINGS COMMITTEE, LONDON. POSTER NO. 18. PRINTED BY GUY JOSEPH CAUSTON & SONS, LIMITED, LONDON.

www.WW1propaganda.com

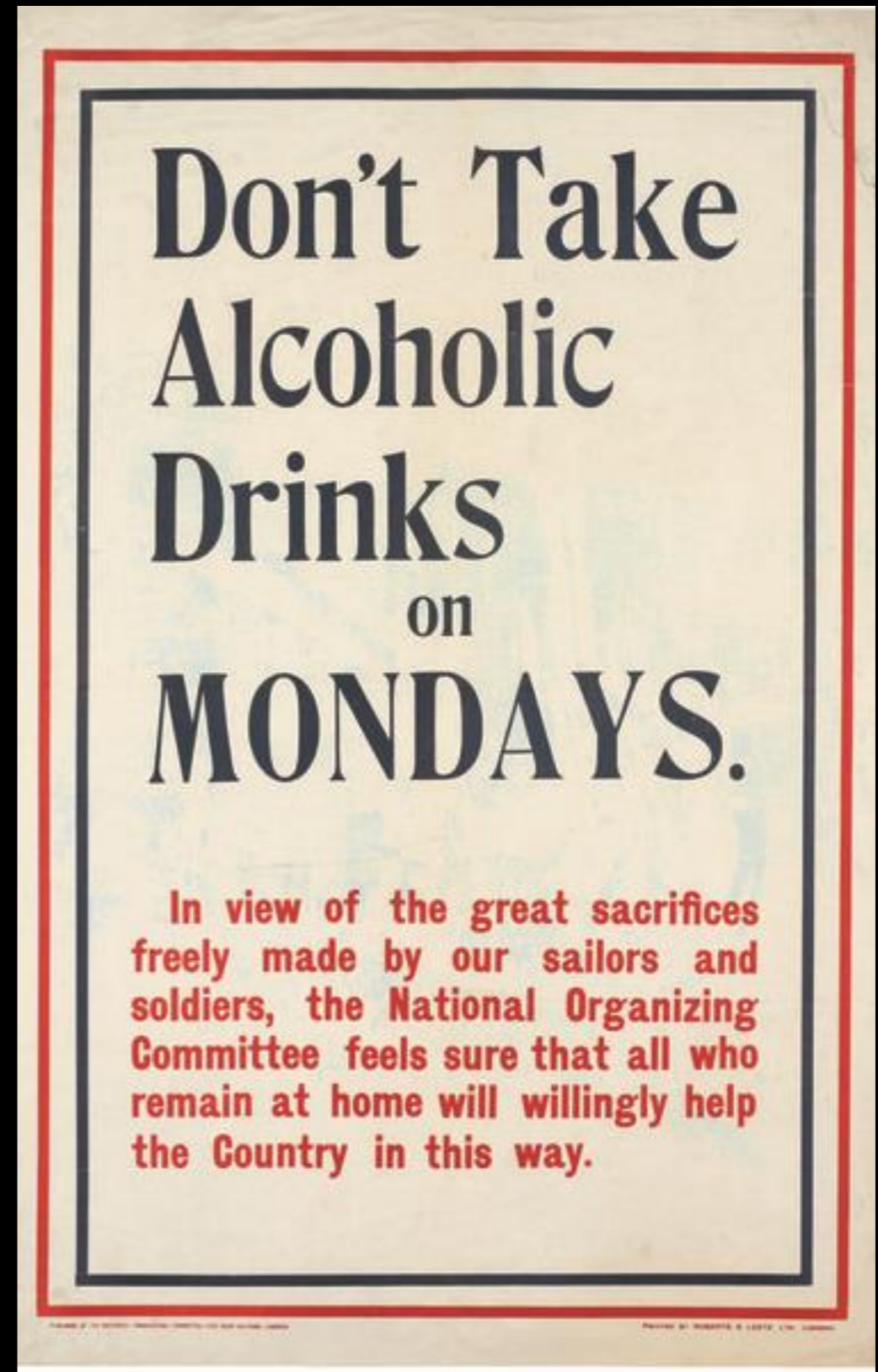
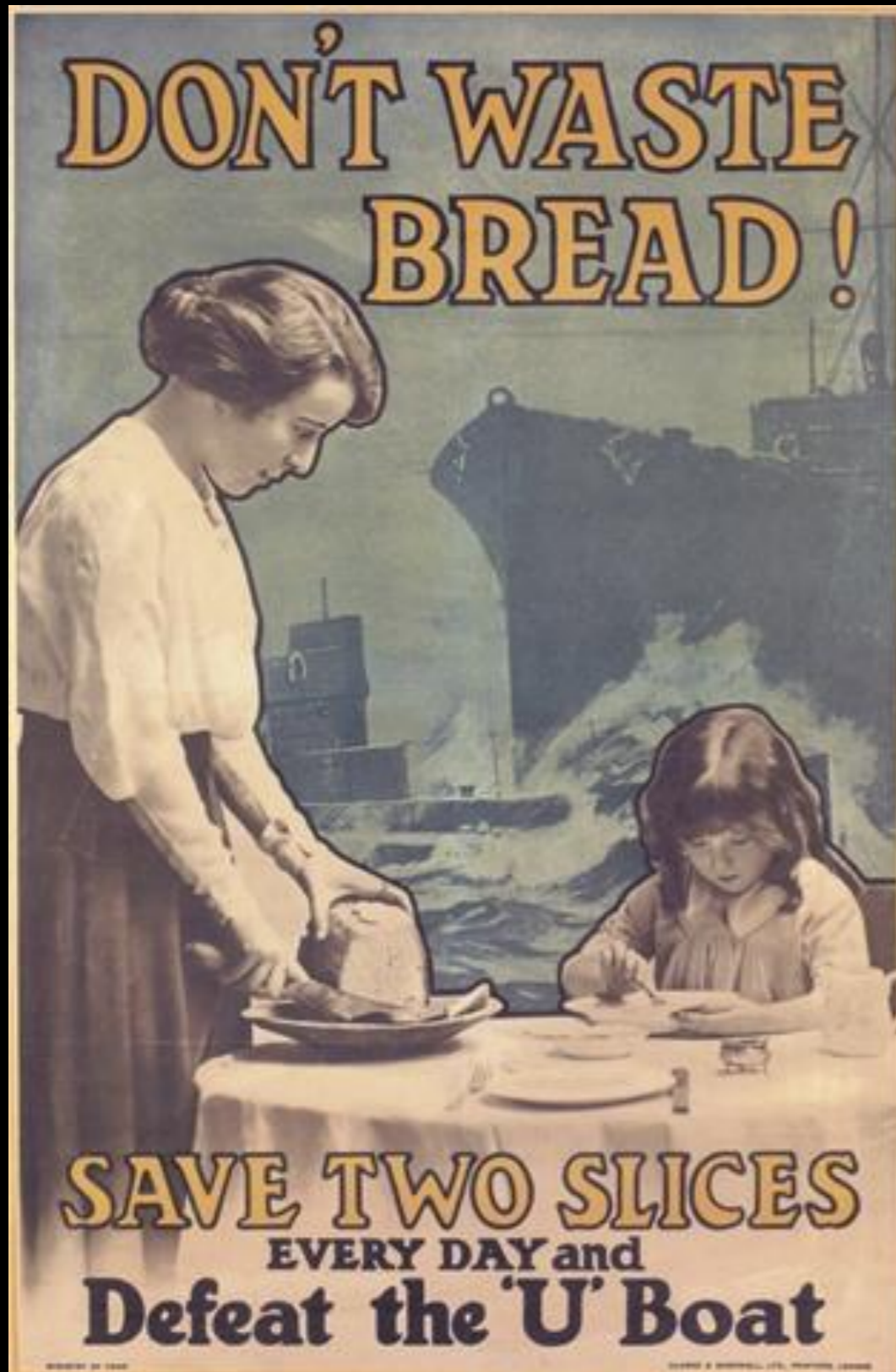
LEND YOUR FIVE SHILLINGS TO YOUR COUNTRY AND



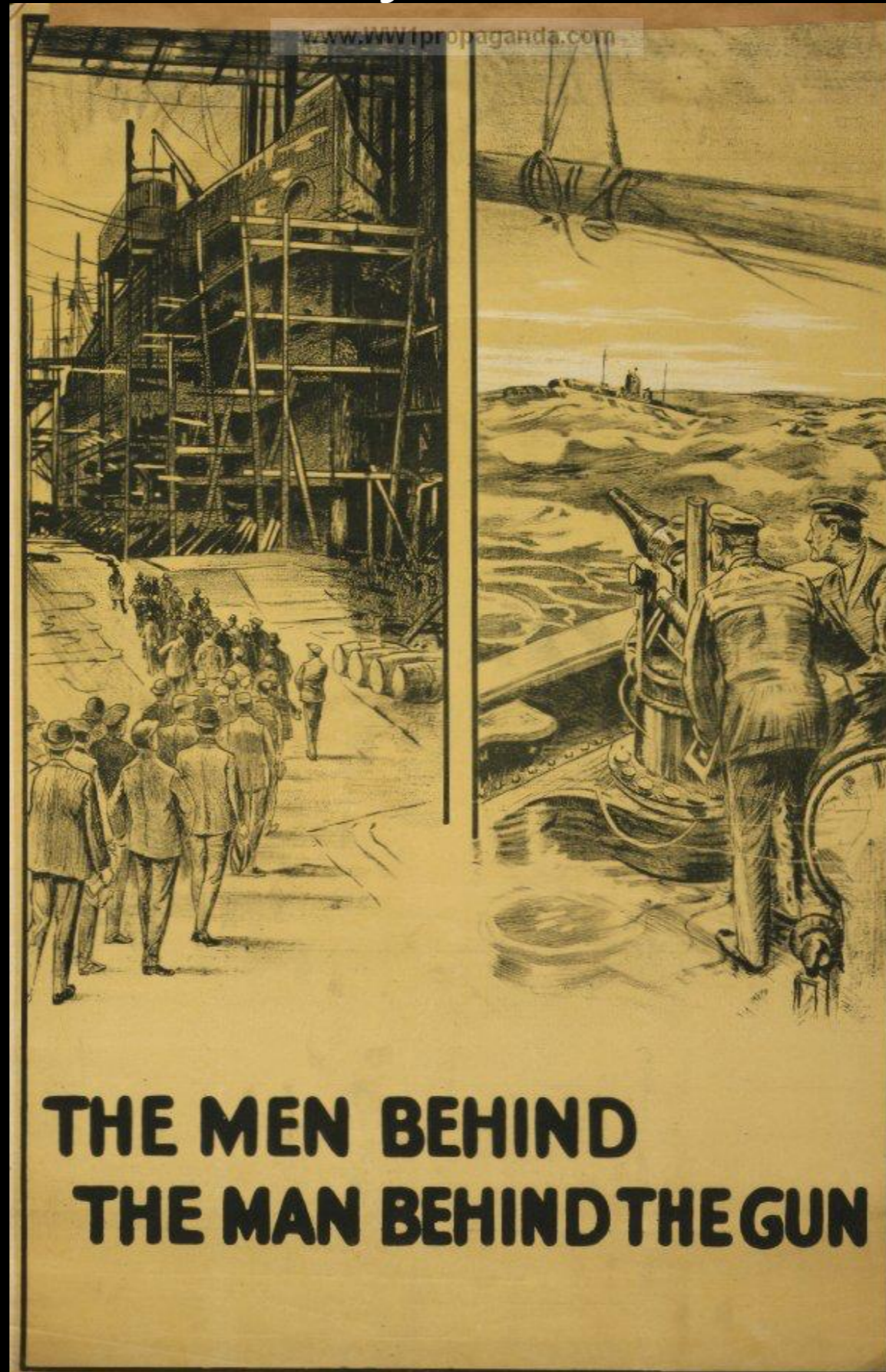
CRUSH THE GERMANS

PRINTED BY THE PARLIAMENTARY WAR SAVINGS COMMITTEE, LONDON. POSTER NO. 22. PRINTED BY DAVID ALLEN & SONS LTD, HARROW, MIDDLESEX. W4 12 4QT. 22.

Saving Resources and Reducing Consumptions



Increase in Productivity and Collective Efforts



Strategies of Persuasion

Dialogism

www.WW1propaganda.com

THE VETERAN'S FAREWELL.



"Good Bye, my lad,
I only wish I were young enough
to go with you!"

ENLIST NOW!

www.WW1propaganda.com

**THERE ARE
THREE
TYPES OF MEN**

Those who hear
the call and obey

Those who delay

And — The Others

**TO WHICH DO
YOU BELONG?**

Dividing Nations - Them/Us

HOW THE HUN HATES!



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THE HUNS CAPTURED SOME OF OUR FISHERMEN IN THE NORTH SEA AND TOOK THEM TO SENNELAGER. THEY CHARGED THEM WITHOUT A SHRED OF EVIDENCE WITH BEING "MINE LAYERS." THEY ORDERED THEM TO BE PUNISHED WITHOUT A TRIAL.

THAT PUNISHMENT CONSISTED IN SHAVING ALL THE HAIR OFF ONE SIDE OF THE HEAD AND FACE.

THE HUNS THEN MARCHED THEIR VICTIMS THROUGH THE STREETS AND EXPOSED THEM TO THE JEERS OF THE GERMAN POPULACE.

BRITISH SAILORS! LOOK! READ! AND REMEMBER!

Locality and Temporality

**IS YOUR HOME
WORTH FIGHTING FOR?**



**IT WILL BE TOO LATE TO FIGHT
WHEN THE ENEMY IS AT YOUR DOOR**

so JOIN TO-DAY

Emotional Appeals

TAKE UP THE
SWORD OF JUSTICE



ENLIST

TO-DAY.



HE'S
HAPPY &
SATISFIED

ARE YOU ?

National Symbolism

WHO'S ABSENT?



Is it you?

Published by the Parliamentary Recruiting Committee, London. Poster No. 125. Printed by Ashbee & Co., Ltd., 50, Great Street, Newcastle-on-Tyne.

THE EMPIRE NEEDS MEN!



AUSTRALIA
CANADA
INDIA
NEW ZEALAND

All answer the call.
Helped by the **YOUNG LIONS**
The **OLD LION** defies his Foes.
ENLIST NOW.

PUBLISHED BY THE PARLIAMENTARY RECRUITING COMMITTEE, LONDON. POSTER NO. 124. 1914-15.

PRINTED BY STBAKER BROTHERS LTD. 48-50, BISHOPSGATE, LONDON.

Bal
Soirée

Bata

69:-

149:-

Bata

Bata

DREAMOTA

Bata

PAS UN PAS SANS BATA

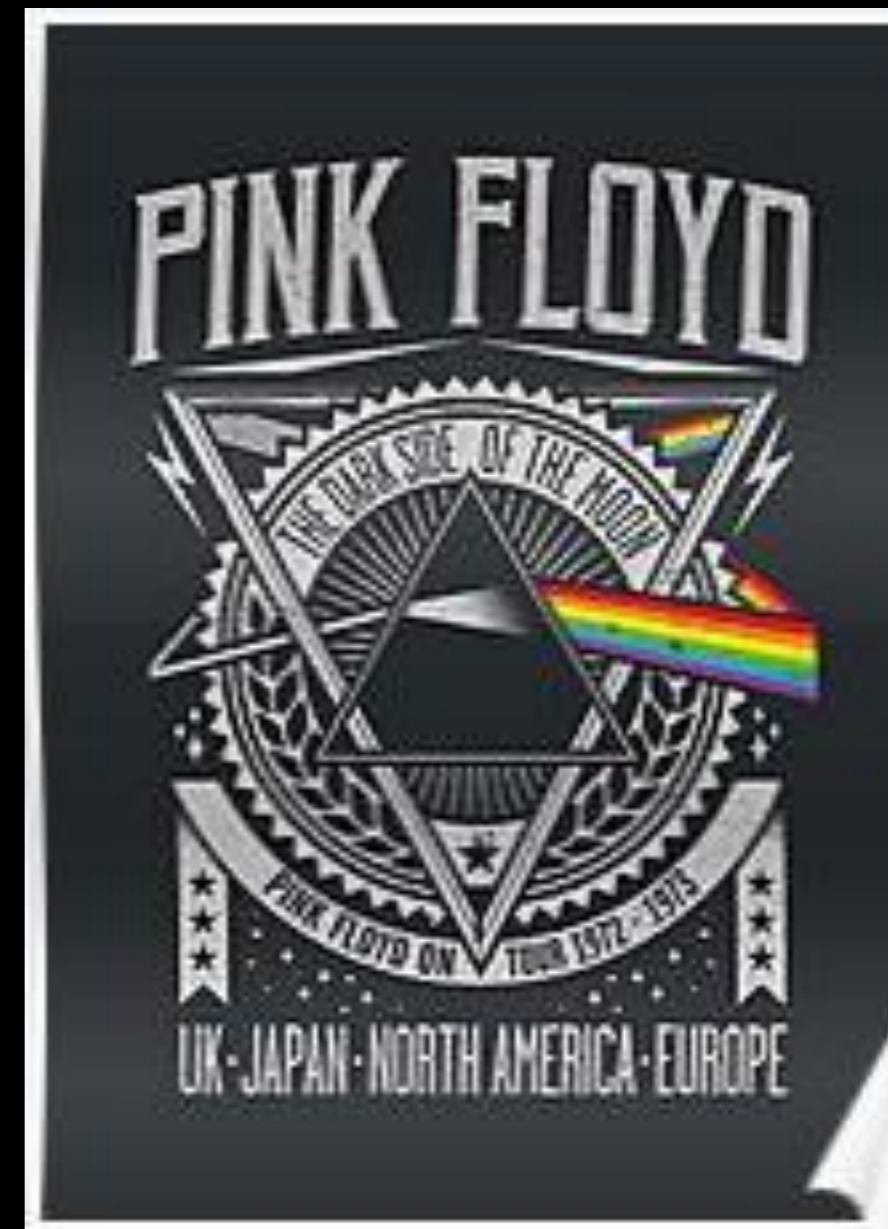


část reklam. ho
old. Rijen 1937.

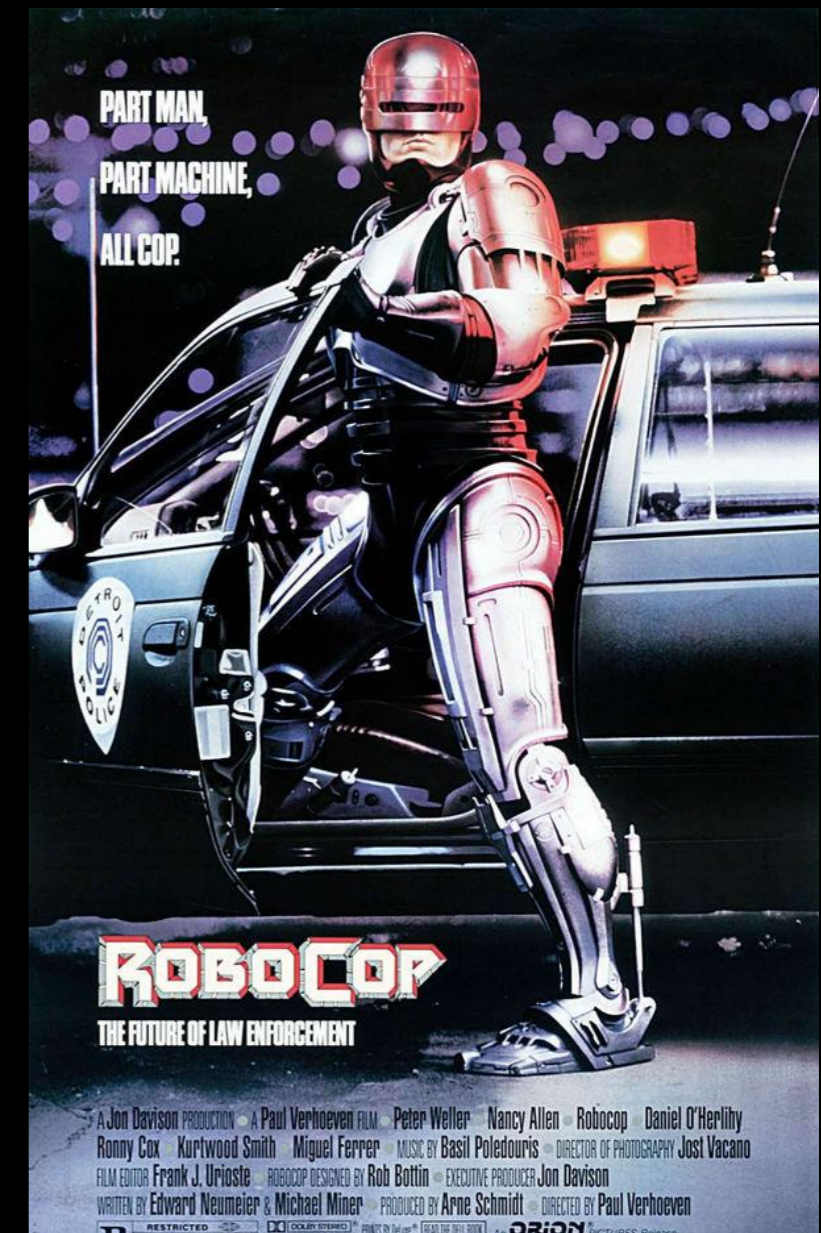
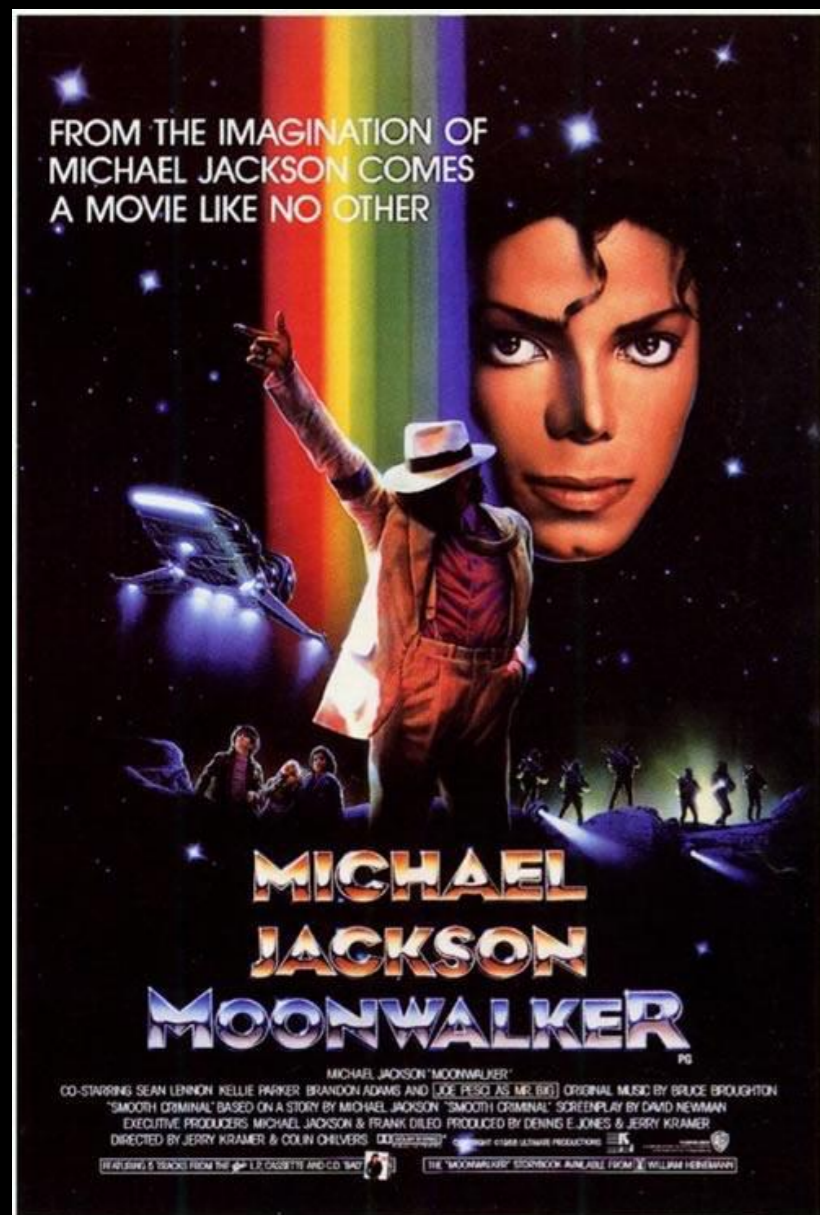
Andy Warhol



70s Posters



80s Posters



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