Design as Message: Analyzing Persuasive Materials

Framing this unit

Persuasive materials contain a variety of design elements which reinforce their message. Astute consumers of such materials should be aware of these elements in order to make their own informed decisions.

Election posters use advertising methods to convey messages, and in this activity, we will learn how to recognize tools used by designers to influence the viewers.

Group Activity

Before dividing the students into groups, demonstrate the analysis process using three posters, as explained in this educators' guide, using this presentation Message beneath the message.

In a **Jigsaw** style activity, the students analyze five posters. In groups of five ("analysis group"), each group analyzes one poster with the help of the Worksheet for Analyzing Persuasive Material

Then create new groups consisting of five members, each of whom have analyzed a different poster ("study group"). In their study group, each student presents the poster they previously analyzed and the main issues that emerged during the analysis.

Discussion

In their study groups, the students discuss the following points, based on the new knowledge that they have acquired of all five posters:

- Election posters or advertising in general can present a positive or negative message. Which type of message do you respond to best? Why?
- Would these posters convince you to do what it is advertising (i.e., vote for the candidate, buy the product, etc.)? Why or why not?
- What types of media are used in your country to advertise? Where are you most likely to see persuasive materials?

Representatives of each of the study groups present their insights following the group work to the class.

You can summarize the unit with this Reviewing the Posters Game

Creative Activity

Choose one or more of these options:

- Create a presentation of advertisements from your country using conventional art materials or online apps (suggested websites for online presentations are Emaze, Canva, and Prezi.)

- Find examples of advertisements that incorporate design elements which reinforce the message. Ads can be cut out of magazines or found online. Indicate the design elements and what they represent.
- Design your own advertisement o poster for a product or political party and add it to the presentation.

If working online, students can post their presentations to a [Padlet](#) board to share with each other and their families.

Primary sources in this lesson

- [I'm With the Crocheted Kippah, 1981](#)
- [You Did It!, 1961](#)
- [Objective: Israel's Security, 2009](#)
- [For Reliable Leadership](#)
- [Let My People Go](#)
- [Health and Strength in Citrus Fruit](#)
- [For You in Every Language](#)
- [11th Independence Day Poster](#)