

Participation in Government: The Role of the Artist in a Democratic Society

An image as powerful as propaganda and as true as art
Harnessing visual persuasion

Project:

Create a visual product (a poster, an email, a postcard, a magazine, you name it) that will convince others to act on an issue of social and political importance.

- How will you reach a large audience?
- How will you help the viewer grasp the problem and be receptive to your solution?

Spend a few minutes brainstorming, drawing, and writing up a rough first version of your idea. Consider:

- What is the theme of your persuasive piece? What do you hope viewers will do?
- What form will your persuasive piece take?
- What information will be included (consider both text and visual imagery)? What information is excluded?

Make some rough sketches of your idea and one presentable plan. Draw, collage or paint your persuasive piece.

Evaluation:

As a group or individually, look critically at the persuasive pieces.

- To consider the strength of the argument, students can:
 - Look for facts (which can be verified) and claims (based on opinion)
 - Test the accuracy of claims or sources by researching them
 - Check for biases by seeing if the argument uses assumptions
 - Look for problems with the argument's logic.
- How effectively was the message portrayed?
 - Encourage students to judge the persuasive pieces they see based on the work itself, not their own opinion of the social or political issue.
 - As a group, consider which techniques were most effective.

Allow students to revise their persuasive image and display finished work in an appropriate context.



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