



Poster/Visual Analysis Worksheet

Developed by Dr. Rachel Serianz from the NARA Photo Analysis Sheet
http://www.archives.gov/digital_classroom/lessons/analysis_worksheets/document.html
In conjunction with Bringing History Home (<http://www.bringinghistoryhome.org>)

Poster/Visual Analysis

Study the poster or other visual carefully for two minutes. Form a general impression, and then look at specific individual items. Next, mentally divide the visual into quadrants (four equal sections) and study each section to see what details you might have missed. Then answer the following questions:

1. What are the main colors used in the visual?

2. What symbols (if any) are used in the visual?

3. If a symbol is used, is it

❖ Clear and easy to understand?

❖ Attention-grabbing and memorable?

4. Are words used in the visual? If so what words?

5. Is the message in the visual mostly found in words, pictures, or both?

6. Who probably created the visual?

7. Who do you think was meant to see this visual? Who was the intended audience?



8. Was there something the creator was hoping people would do after seeing the visual? If so, what was it?

9. The most effective visuals use symbols, words, or pictures that are unusual, memorable, simple, and direct. Is this an effective visual? Why or why not?

10. Is there anything you would change that you think would make the visual even more effective? If so what?

Extension: Create an effective visual of your own related in some way to the visual you analyzed.