

Elements of a Good Poster

Check out the official posters designed by the McCain and Obama campaign. Think about the following questions and discuss them with your teacher.

1. What is the most important element of the poster? Hint: What's the biggest thing on the poster?
2. Why do you think both the candidates used a blue background. We learned that the Republicans are identified with the color red.
3. Why do you think the Obama poster has the year ('08) on it, but the McCain poster doesn't?
4. Both posters have an icon, or logo. What does McCain's logo make you think of? What does Obama's logo make you think of?
5. What other information can you find on the posters?



View these unofficial campaign posters available online:

- <http://shop.cafepress.com/john-mccain>
- <http://shop.cafepress.com/barack-obama>
- <http://shop.cafepress.com/chuck-baldwin>
- <http://shop.cafepress.com/mckinney-clemente>
- <http://shop.cafepress.com/bob-barr>

1. For each set of posters, which is your favorite? Why?
2. Do you like the posters better when the candidate's face is featured?
3. Sometimes different posters or t-shirts are designed for different groups of people. Can you find graphics for female supporters? For babies? For veterans? For moms? What other groups can you find represented?
4. Why do you think someone would wear a t-shirt with a candidate's name on it?
5. Use the space below to design your campaign poster. Then choose colored background paper and make your vision a reality!