

Posters





The poster was one of the only ways to advertise in the 19th century.

Early Posters

Long ago, people learned the news from a town crier, who shouted out important things that had happened. When the printing press was invented in the 15th century, the news could spread much faster because presses could copy news items that could be hung around the town. Then, the first posters appeared. Early posters usually included only the king's orders or advertised fairs or markets.

By the 19th century, a new way of printing was invented, making it possible for artists to create brightly colored posters. Posters with big pictures advertised everything from soap to plays. Today, it is common to see posters that advertise movies, bands, sports, and even countries.

Key Notes:

What did early posters show?



This poster came from the work of an artist in France.

Posters as Art

Beginning in 1867, artists in France designed such beautiful posters that people began to think of posters as art. Some artists use bold colors and bright figures to design posters for plays and singers. The work of these artists proved that even art used for advertising could be beautiful.

Today, posters are still used to advertise products and events. However, it is also common to see posters used as decoration. Many people decorate their living rooms, bedrooms, and offices with posters. These posters might show peoples' favorite bands or movies, or the work of artists they like. Posters might also express ideas that people want others to think about.

Key Notes:

How are posters used in advertising?



This popular poster was used to get people to join the military in World War I.

"I Want You!"

Nearly 100 years ago, a poster appeared with an image of an old man who pointed his finger and said, "I want you for U.S. Army."

The poster first appeared as the United States entered World War I. The image of the man, who became known as Uncle Sam, stood for the United States. The popular image of his stern look and pointing finger caught people's attention. It also helped them decide to join the armed forces.

The Uncle Sam poster was also used to get people to become soldiers in World War II. Even today, posters are a popular way to get people to join the armed forces.

Key Notes:

Why is the Uncle Sam poster important?



NEW YORK JETS vs. MIAMI DOLPHINS

Shea Stadium

October 1, 1967

Official Program 75c

Artist LeRoy Neiman made posters that captured the action of athletes.

A Poster Artist

LeRoy Neiman's paintings are colorful and full of energy, which may be why his fans love his images. His brightly colored paintings have been made into posters that have sold thousands of copies.

Although LeRoy Neiman grew up poor, he used his art to earn fame and money. In high school, Neiman was known for his posters of school dances and sports games.

Later, Neiman developed a way of painting sports that made him very popular. His quick, colorful strokes catch the actions of a boxing match or a baseball game. People who love playing or watching sports can enjoy the power of the action in LeRoy Neiman's posters.

Key Notes:

Underline the sentence that tells how Neiman's work shows action. Explain your choice.

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ISBN: 978-1-958326-05-2



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