

SCENE DESIGN

THTR 353

WEEKLY PROJECT #6

Ad analysis

This project is due in class for presentation on Monday, Feb.29,2016 Happy Leap Year!

This is your chance to identify propaganda.

Work within these guidelines:

- 1).Select a print advertisement - from magazines, newspaper etc.
- 2)Analyze the ad
(in terms of color usage, lines shape composition etc.)
- 3)What is the ad saying? What messages do you find in the composition?
- 4)How does this ad utilize propaganda techniques?

Hints:

How might you apply this information , study and research to scenic design?

For your presentation, you need analysis drawings and a copy of the ad .

Why do this project?

Using visual language to influence the view is the goal of advertising - and good scenic design. How is this done in your example? This is useful information for a designer, trying to convey complex ideas into simple images. A picture really is worth a thousand words, so what is the design saying?