INDIVIDUAL CHALLENGE:

You have seen many examples of posters using the techniques at the Cooper Hewitt, Smithsonian Design Museum. Sometimes design means taking the old and making it new, for a new generation.

Decide on 1 of the examples below to create a new poster for the same idea.

How might we make an old poster new? \hspace{2cm} Put it into today’s context?

Who was the user when the poster was made? \hspace{2cm} Who is the user now?

You might think about changing the technique/s that are used or recreate the poster with new and relevant images for this generation of users, that is, 21st Century users.

Think about the message of the poster, is it still relevant to today’s user? If not, how can you change it? Perhaps you could apply the opposite technique? i.e. overwhelmed to simplified.

Lucian Bernhard (German, 1883–1972) for Adler (Germany). Adler, 1909–10. Focus the eye.

José Bardasano Baos (Spanish, 1910–1979) for Army Health Service (Spain). Focus the eye.


