

Change the World

Your art can inspire people to think—and even act—differently. **Art historian Carol Wells, who studies political posters throughout history, shares how to get your message across.**

With just a few strokes of her paintbrush (or crayon), an artist can change how someone else feels. **“Art is more than just something pretty. It helps people see the world in a different way,”** says art historian Carol Wells. It helps others feel something so deeply that they share that feeling, and that’s how movements grow. Follow these steps to make your own powerful art poster. Then hang it up and watch it bring people together.

STEP



Choose what matters to you.

Pick one thing you’d like to change about the world and make your poster about that. “Art is our most powerful tool we have to change people’s minds,” says Carol. Want world peace? Equality? Free ice cream for all? If it matters to you, go for it.

STEP



Decide on the image.

Choose a simple one and make it bold. “A good poster grabs your attention, so you have to stop to look,” says Carol.

STEP



Add a slogan.

Keep your message clear and short—no more than a few words. “Nobody wants to read a whole book standing up,” says Carol. “Include just enough information to pique someone’s interest. If they ask a question, you’ve done your job, because that means they’re now aware of something they don’t yet understand.”

STEP



Color it in.

Choose only two to three bright colors. Limiting your palette helps the image really pop. Carol says the most commonly used colors are red, black, and white.

SOME POWERFUL POSTERS

All three promote peace. Which one do you like best?



Carol Wells, Executive Director of the Center for the Study of Political Graphics

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Kazoo is an award-winning, ad-free, indie print magazine for girls, ages 5 to 12, that celebrates them for being strong, smart, fierce and true to themselves. The December 2021 Arts issue featured this page on CSPG. Enjoy it and pass it on!