

**S H E E P A R D
F A I R E Y**

AMERICAN PROPAGANDA



NIKOLAAS MOHAN

"NIKO"

Professional photographer, retoucher and designer





SHEPARD FAIREY

"OBEY"

Street artist, graphic designer, activist, illustrator, and founder of OBEY Clothing

PROPAGANDA

Information used to promote or publicise a particular political cause or point of view is usual this information is **biased or misleading in nature.**

LOOK AT THE EXAMPLES



"The German Student" by Kunstbibliothek



Unkown North Korean Artist

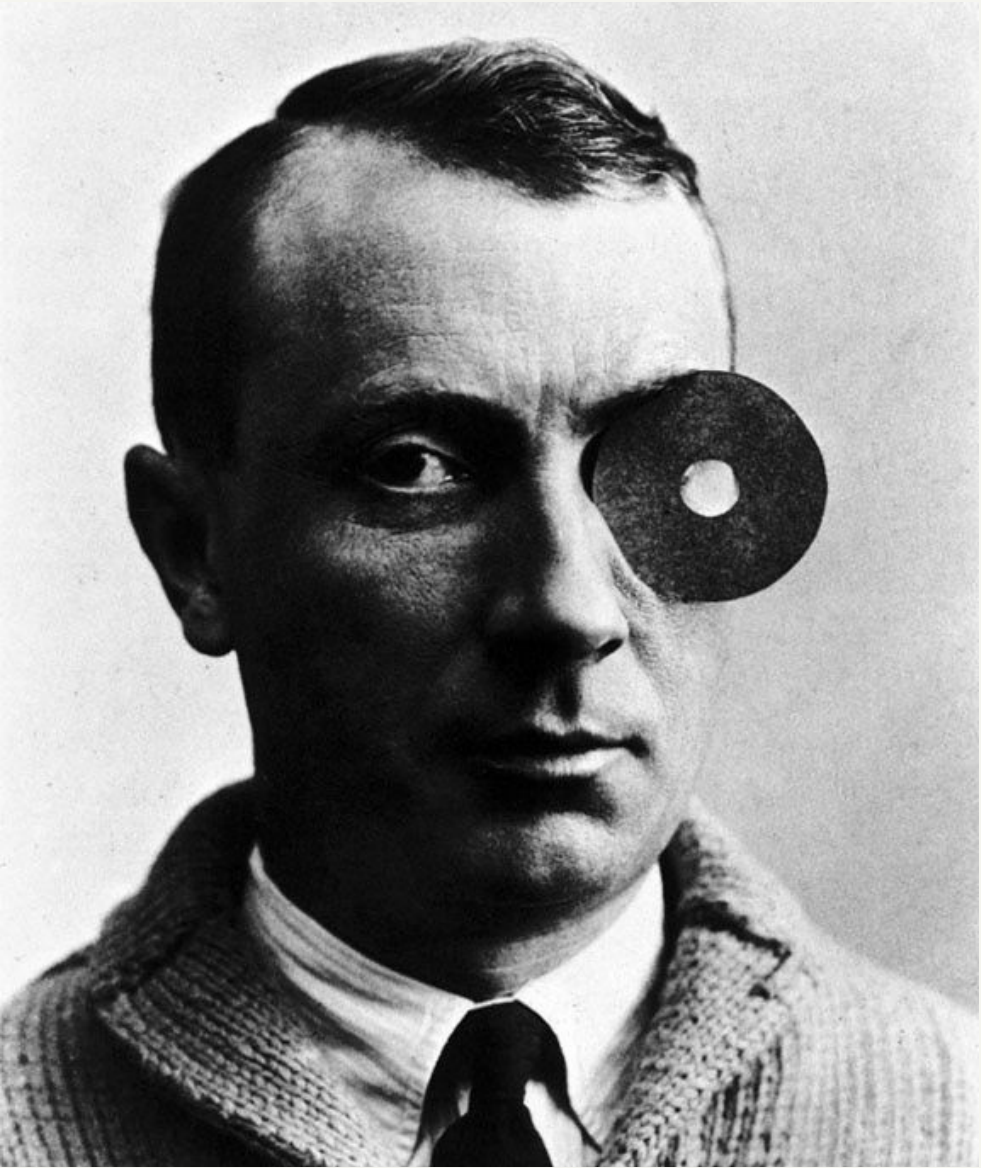


Long Live Unity of World People (1973)

INSPIRATION



Alexander Rodchenko



El Lissitzky

ELEMENTS
RUSSIAN CONSTRUCTIVISM DESIGN

- STRONG TYPOGRAPHY
- BLACK RED COLOUR
- GEOMETRICAL/ NON-OBJECTIVE/PHOTOS

AGITPROP

“agitation” and “propaganda.”

LOOK AT THE EXAMPLES

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Books (Please!) Alexander Rodchenko, 1924.



Russian exhibition poster, El Lissitzky, 1929.



Poster for the Russian state airline Dobrolet, Alexander Rodchenko, 1923.

NIKOLAAS MOOHAAN - COMMUNICATION DESIGN THEORY

UTILISATION

"Propaganda has a negative connotation, which it partially deserves, but I think there is some propaganda that is very positive. I feel that if you can do something that gets people's attention, then maybe they'll go and find out more about the person."

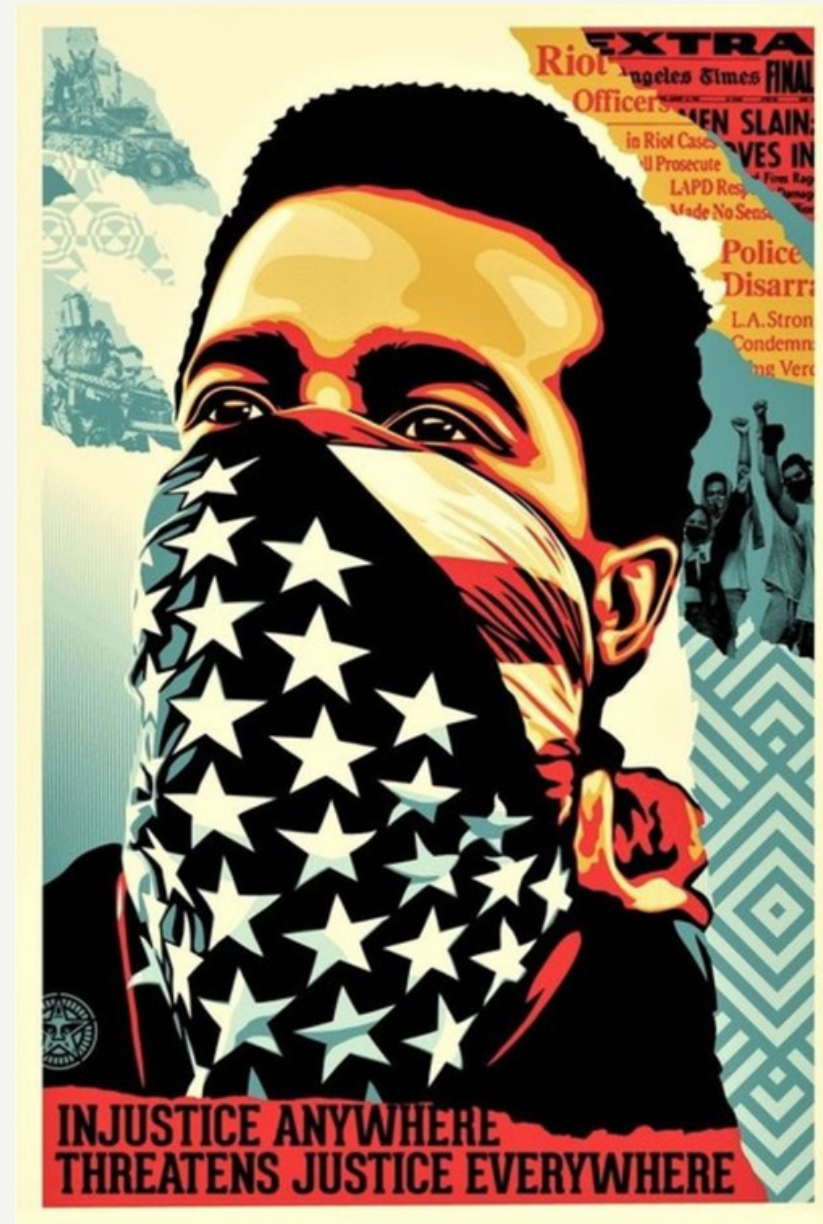
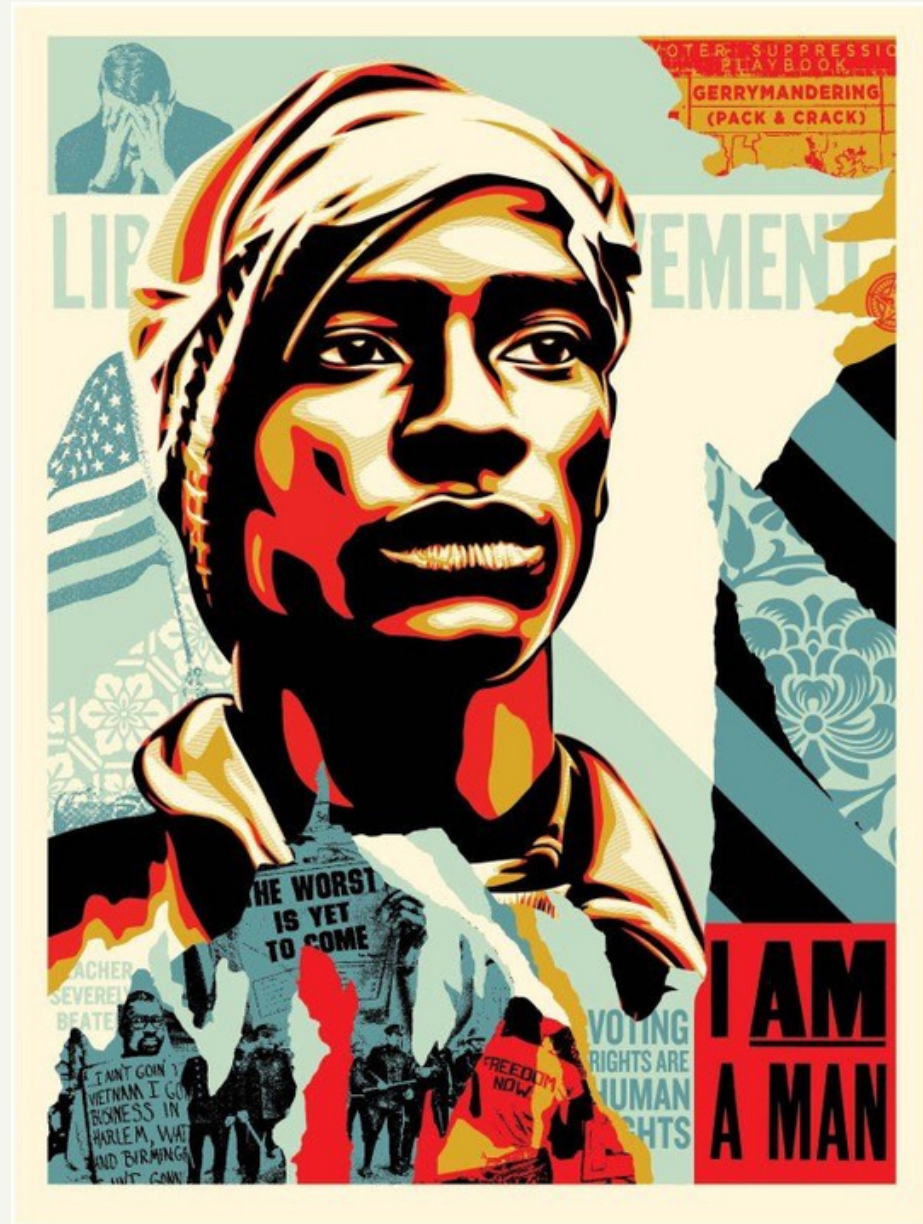
Shepard Fairey

COVID-19



"...meets the subject's gaze, and there is a sense of implicit *accountability* to everyone in the world during this pandemic"

BLACK LIVES MATTER



"To me, embracing justice is having the power to define our destiny and build the world we want to live in; it is to be an accomplice to movements that push for liberation."

*"I want to be proud of this country, but when aspects of our policy don't align with my ethics, I want to **protest** them and try to **change** them."*

Shepard Fairey

THANK YOU