

Born in 1989 workshop

POLITICAL POSTERS

History, critical analysis and
practical tips

2026

PART I

History



CREATE PIECES OF ART!

"Power to the
people!", 1909. People's
History Museum in
Manchester.

MAKE AN IMPACT

"An Estonian deserves an Estonian name!

Have you changed your foreign name into an Estonian one?

Let's get rid of the German name invasion of a hundred years!"

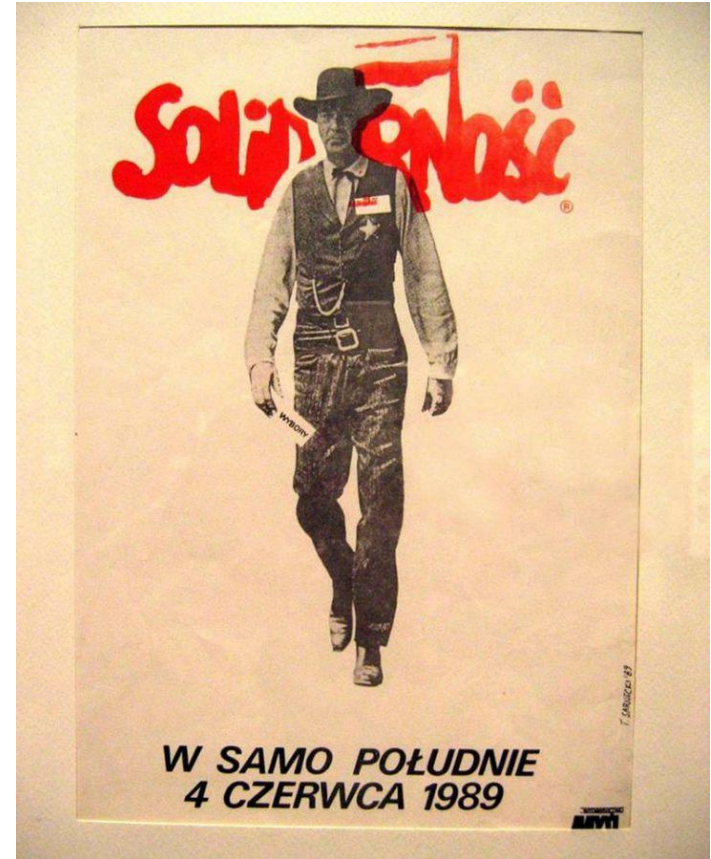
Estonian name campaign in April 1936:
195 000 Estonians changed their names



MAKE A DIFFERENCE

American movie star Gary Cooper as Marshal Will Kane from the 1952 Western film *High Noon* is reimagined as wearing a Solidarity badge on his vest and holding a ballot paper instead of a gun, symbolizing peaceful democratic showdown. "4 CZERWCA 1989" refers to June 4, 1989, the date of the first partially free elections in Poland, marking a turning point in the end of Communist rule.

"High Noon" ("W samo południe") created by Tomasz Sarnecki for the Solidarity movement, 1989.



A GOOD POSTER SHOULD:

1. Aim to symbolise an abstract idea;
2. Avoid negative campaigning;
3. Create pieces of art instead of using (digitally altered) photographs

Shepard Fairey's 'Hope' poster of the former US president Barack Obama. Photograph: Shepard Fairey/PR company handout



PART II

Analysing
historical examples

BIG IDEAS

1. All imagery (to varying degrees) is the product of ideology.
2. Well-made imagery ≠ well-informed or truthful imagery.
3. Photos are not necessarily more objective than illustrations.
4. Effective imagery is not always the most attractive!

CONSIDER YOUR FAVORITE ICE CREAM BRAND

How does it catch your eye?



We often accept these images with docility.

Yet every element (i.e. color, layout, style, font) is mobilized
to peak our interest!

Think of political posters as though they are advertisements.

TWO MODES OF ANALYSIS

Form

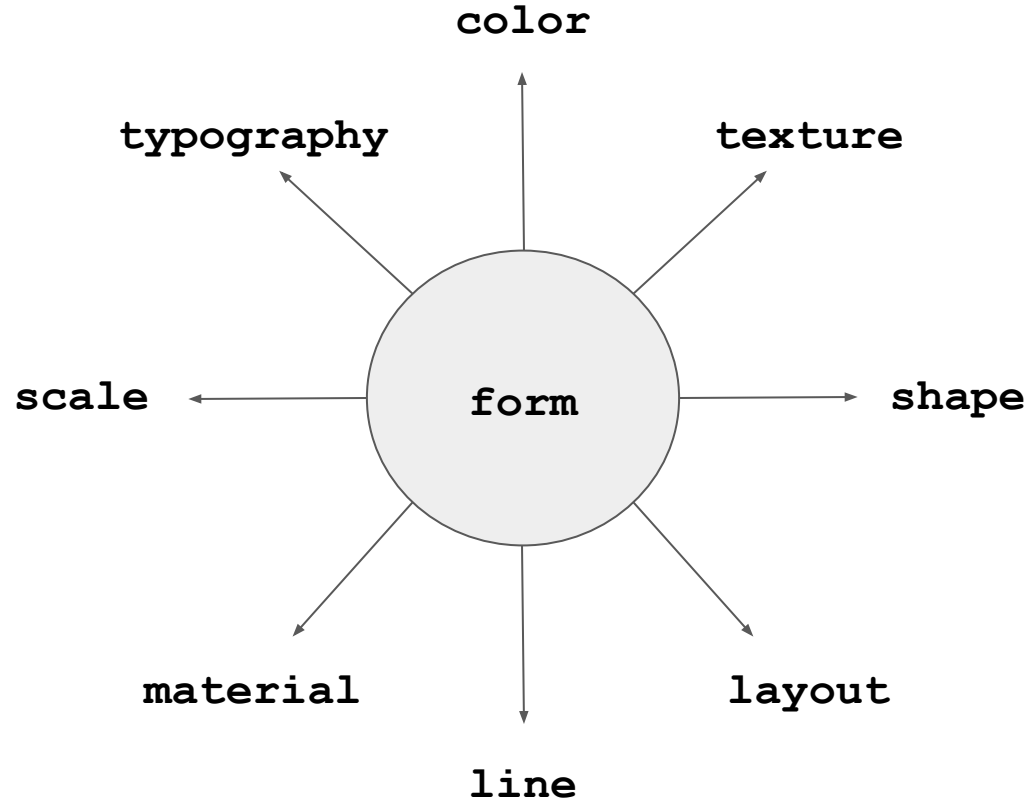


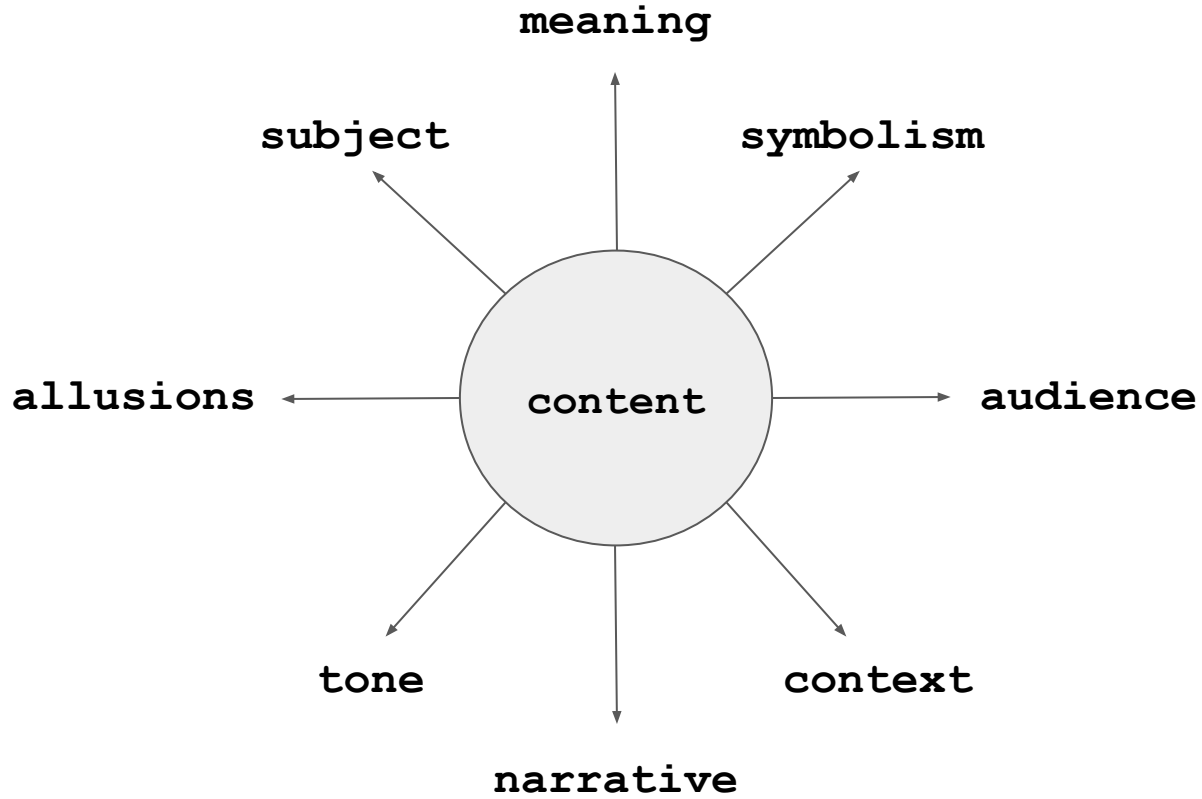
What am I looking at?

Content



What is this about?





MY HOME IS
ESTONIA, NOT
THE SOVIET
UNION

MY HOME IS
ESTONIA, NOT
THE SOVIET
UNION

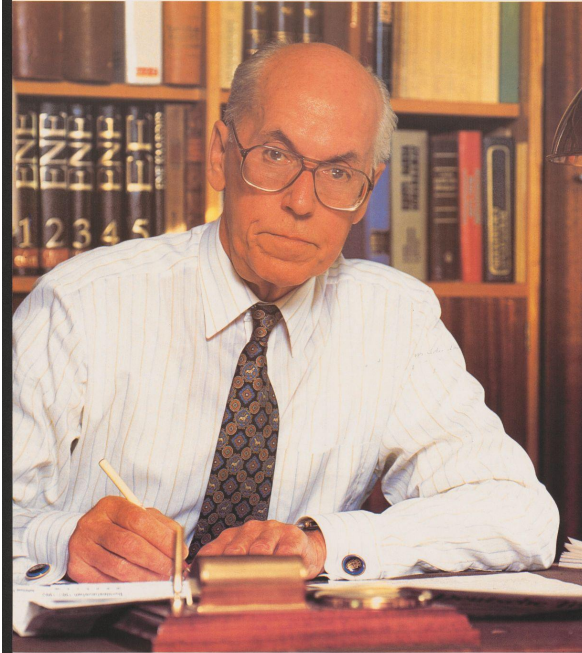
Pai, Kersti. *Poster with the Caption "My Home Is Estonia, Not the Soviet Union."* August 1989.
Accession no. ERM D 244:3. Estonian National Museum. Estonian Museums Web Portal (MuIS).

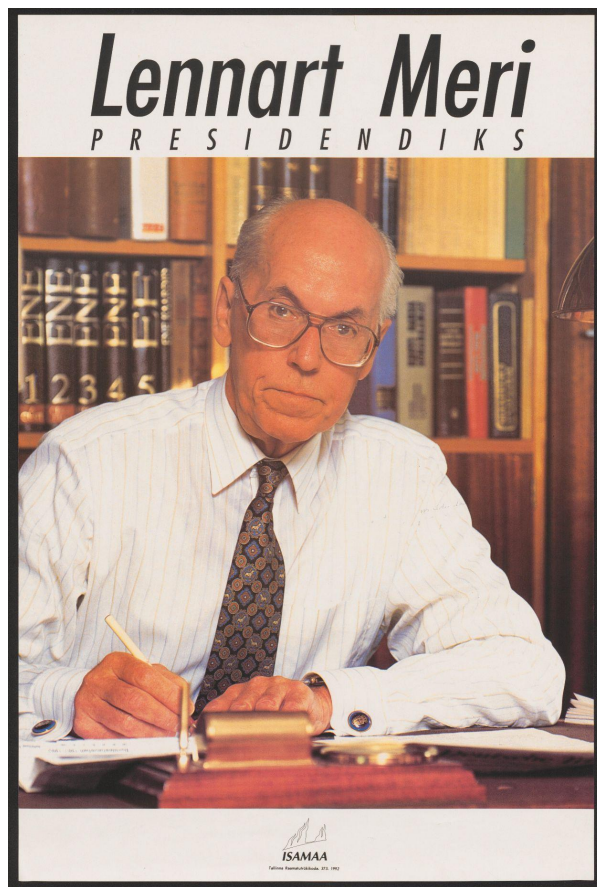


Photo of Baltic Chain, Kersti Pai's Family and Popular Front Members in the Column. August 23, 1989. Accession no. VK F 1644:13 F. Võru County Museum. Estonian Museums Web Portal (MuIS).

Lennart Meri

P R E S I D E N D I K S





*Isaama or "Fatherland" party Election Poster of Presidential Candidate Lennart Meri. 1992.
Accession no. ERAF.9597.1.36. Saaga Digital Archive.*

Tunned tõmmet teiste naiste vastu?

Тебя привлекают
другие женщины?

Sul on suhe tüdrukuga ja oled ise ka tüdruk?

У тебя отношения с другой девушкой
и ты сама девушка?



Loe voldikust, millega
pead arvestama, kui
sul on suhe naisega.

Читайте в буклете, чем
вы должны рашитовать,
если у вас отношения
с женщиной.

Lisainfo

Дополнительная
информация

MTÜ Eesti Gei Noored
Гей молодёжь Эстония

OMA keskus
Центр ОМА

1 Kaarli pst 5-1, Tallinn
☎ 5551 5817

✉ omakeskus@egn.ee • 🌐 omakeskus

www.egn.ee • www.omakeskus.ee



Tunned tõmmet
teiste naiste vastu?
Тебя привлекают
другие женщины?

Sul on suhe tüdrukuga
ja oled ise ka tüdruk?
У тебя отношения с другой девушкой
и ты сама девушка?

Loe voldikust, millega pead arvestama, kui sul on suhe naisega.

Читайте в буклете, чем вы должны разчитывать, если у вас отношения с женщиной.

Lisainfo
Дополнительная информация

MTU Eesti Gei Noored
Тей молодежь Эстони
OMA keskus
Центр ОМА
Kaarli pst 5-1, Tallinn
5551 5817
omakeskus@egn.ee • omakeskus
www.egn.ee • www.omakeskus.ee

EGN
egn.ee

oma moelma
koostööpartnerid

EGN
egn.ee

EGN
egn.ee

Estonian Gay Youth Posters. 2010–2011. Accession no. HMK 9750 AR 5829. Harju County Museum. Estonian Museums Web Portal (MuIS).

PART III

Practical tips:
How to create a political poster

CONTENT

Ask yourself:

- What do I want to convey? What is my message?
- What matters to me?

Consider:

- Wording, spelling
- Positive or negative messaging
- Inspiration

FORM

Consider:

- Visibility from afar

INSPIRATION

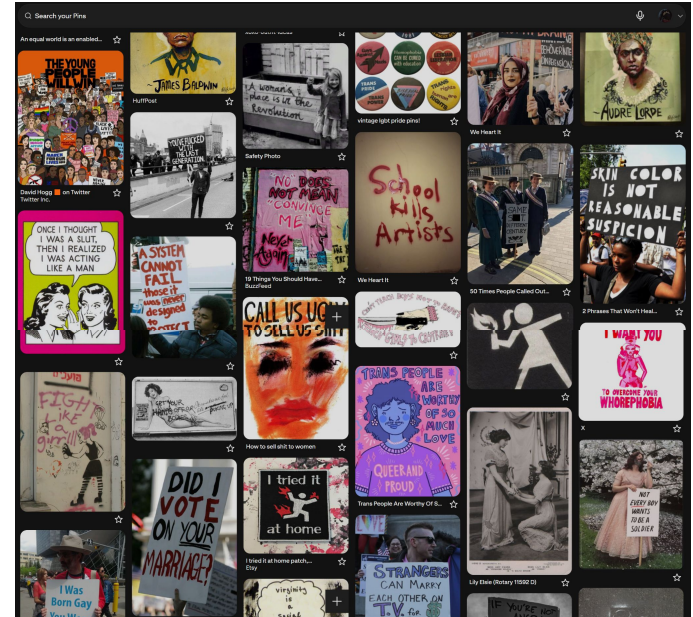
Past protests



Your heart



Pinterest (?)



PRINT

Printing an A4 usually costs less than 1€

You can create your own design in any free design program like Canva, Figma, Gimp or even Microsoft Paint.



PRINT

This is also a great option if you have less artistic abilities.

Many universities and public libraries let you print A3 as well.



PRINT IN CITY



- 1** Alusta Print in City lehelte www.printincity.ee
- 2** Loo konto või Logi sisse, seo sobiv kaart ja osta prindipilet kontoloomisel või kaardi numbri vahetamisel kestab uuendamine kuni 3 min
- 3** Laadi PDF-fail 'PRINDI' menüüst või saada e-mailile print@printincity.ee saatmiseks lisa konto seadmesse oma e-mail
- 4** Määra, kuidas soovid printida must-valgelt / värviliselt ühe- / kahepoolsele A4 / A3 formaadis
- 5** Vali prindipunktiks **Viimsi Raamatukogu** värvitöö saad kätte vaid värviprinterist
- 6** Sisesta seotud kaart prindipunkti seadmesse ja prindi oma töö skaneerida ja paljundada saad otse seadmelt

Hinnad

A4 ühepoolne	0,05 €
A4 kahepoolne	0,10 €
A4 ühepoolne (värviline)	0,20 €
A4 kahepoolne (värviline)	0,40 €
A3 ühepoolne	0,10 €
A3 kahepoolne	0,20 €
A3 ühepoolne (värviline)	0,40 €
A3 kahepoolne (värviline)	0,80 €
Skan PDF e-posti	0,012 €

Maksimiseks mine www.printincity.ee ja osta prindipilet klõpsides lingil 'kontojääk ja makse'.



Print In City has printers all over Estonia and they have instructions up on their website.

Juhend

1 Printeri avamine

Tuvasta ennast kaardiga, mille sidusid Print in City kontoga



2 Printimine

A Prindi kõik kõik tööd printitakse välja ja kustutatakse printimenüüst

B Prindi ja hoiu valitud tööd printitakse ning jäetakse tunniks ootele, et vajadusel uuesti printida

3 Paljundamine ja skaneerimine

vajuta nupule:

TÜÜP	FORMAAT	ÜK	HOOPIKID	HIND
PRINT1	A4	1	2	0,1
PRINT2	A4	2	1	0,1

PRINDI	HOI	PRINDI	VALIKUD	KUSTUTUS	UUDENDA	LAHIS

4 Prinditööde katkestamine

vajuta nupule:

PRINDITÄHTSUS	SAATMINE	MEETODI	SAATMINE	MEETODI
PRINDITÄHTSUS	SAATMINE	MEETODI	SAATMINE	MEETODI

MEETODI	SAATMINE	MEETODI	SAATMINE	MEETODI
MEETODI	SAATMINE	MEETODI	SAATMINE	MEETODI

PRINDITÄHTSUS:

SAATMINE:

MEETODI:

SAATMINE:

MEETODI:

Prindi
Kopeeri
Skaneeri

1€ eest
kuni
20 lk

Saada PDF
mistahes
seadmest

Kasuta
kõikjal üle
Eesti

GOOD FONTS TO USE:

BEBAS NEUE

Alfa Slab One

Anton

Archivo Black

BUNGEE

Lilita One

MOLOT

Anything **BOLD**,
all caps preferred

FONTS TO AVOID:

Lobster

ANIMATIC SC

Pacifico

Caveat

Great Vibes

Pinyon Script

Anything too thin
or hard to read.

Avoid cursive and
flowy fonts

DIY

This part teaches you how to
create a poster without a printer

First, choose your materials

DIY

Paint +
Paintbrush



Paper

Cardboard

Fabric

Wood

Marker



Spray paint



CARDBOARD



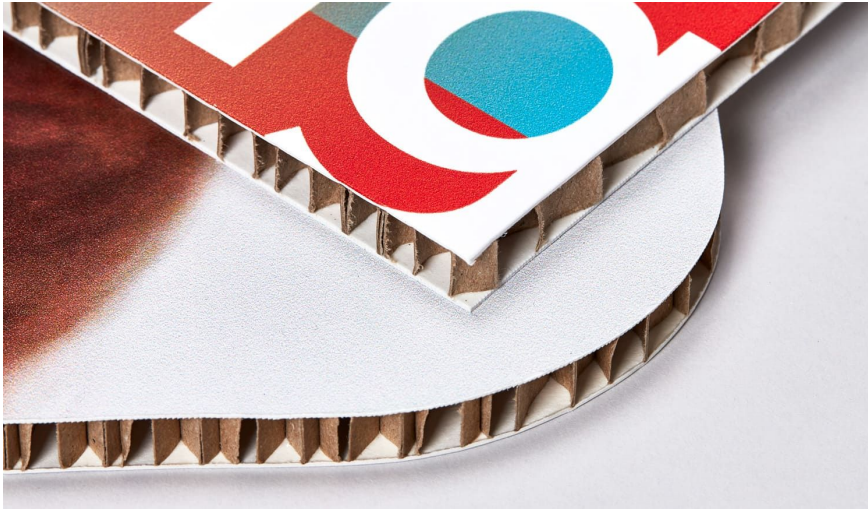
- + Cheap, easily available
- + More durable than paper
- Not waterproof

PAPER



- + Cheap, easily available
- + Printable
- Not waterproof
- Will easily tear, crease or fly away in the wind
- Harder to fins something bigger than A3

CORRUGATED CARDBOARD



This is the kind of material that printing studios usually use. When you would like to have your design printed out with higher quality or bigger size, this is the best way.

CORRUGATED CARDBOARD



- + Very durable
- + Clear, high quality images
- Expensive

CORRUGATED CARDBOARD



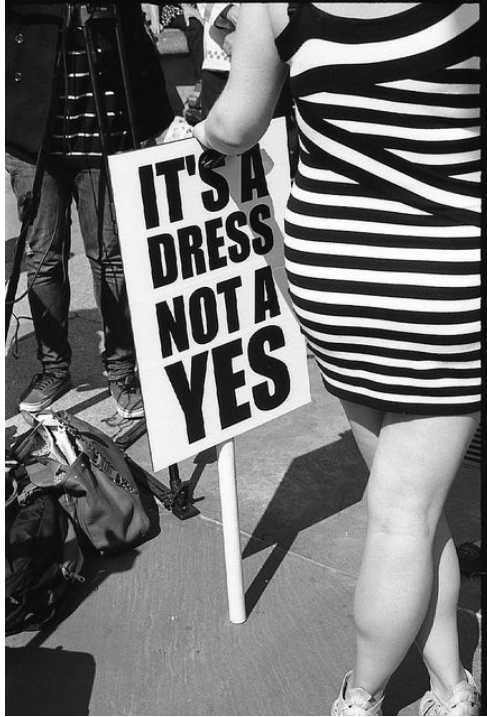
If you get lucky, some bigger companies will give out scraps of these for free.

PLYWOOD



- + Extremely durable
- + Can be attached to a wooden handle
- Very heavy

PLYWOOD



- + Extremely durable
- + Can be attached to a wooden handle
- Very heavy

FABRIC



- + Very durable
- + Cheap
- + Can easily be folded up, so these are usually the biggest kinds of posters you will see
- Will easily crinkle in the wind, making it unreadable

FABRIC

Usually attached to 2 sticks and carried in the very front of the march



Fridays For Future, 2020



FABRIC



- Also possible to print on fabric !

Fridays For Future, 2022

FABRIC



Fabric + spray paint

Fridays For Future, 2022



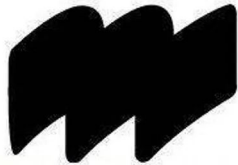
Your best choice is acrylic or gouache paint.

Oil paint takes too long to dry, watercolor is too opaque and not waterproof.

Flat headed paint brush is the best for any kind of typography.



Bigger ones for bigger surfaces !



7.5-12.0mm(Writing width)



If you have decided to use markers, find one with the widest tip possible. This will ensure nice symmetrical lines. Prefer waterproof markers do avoid smearing.

STEP 1

Sketch out your idea in a small scale

A5 or even smaller

Try out both horizontal
and vertical placement!



**THIS
IS MY
MESSAGE !**



**THIS IS MY
MESSAGE !**

This is a vital step in creating any kind of
artwork not just posters!

STEP 2

Add some borders to your paper, this is the areas where you dont want your text to go

This can be done using pencils

If you have a very good imagination you can do this step in your head



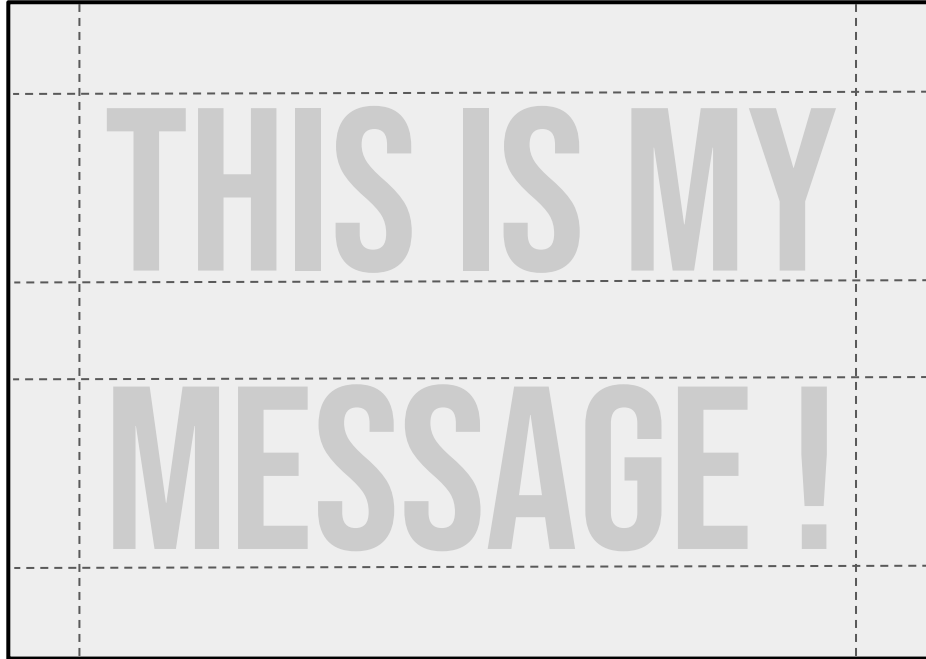
This step ensures a good, readable poster

STEP 3

Write down you message lightly,
with thin lines first

Abide the
guidelines

You can even
add more



If you're having trouble with this step, you can count your letters and add separate little boxes for all of your letters!



STEP 4

If you're happy with your design, make your lines **darker and thicker!**



Time to bring
out markers or
paint!

STEP 5

Erase your guidelines, if possible

**THIS IS MY
MESSAGE !**

STEP 5

This can be done in color too !



**THIS IS MY
MESSAGE !**

If your design also includes an image,
go back to step 1



Spray Paint



It's easier to spread your message if you have a stencil. This way you can reuse it countless times!

Do not limit your choice of surfaces

Spray Paint



The canvas for your message can be a wall. Some municipalities set aside property for art-making. Consult with proprietors and local authorities.

The gates of the Berlin Wall were opened on the evening of November 9, 1989. Andras Bankuti, November 10, 1989.

I have absolutely no money!

I have no artistic ability
whatsoever!

What do I do?!

Alternative: **Use your voice!**

Scream, chant slogans given by organizers or come up with something yourself. Give a speech at a protest.



Alternative: **Use your body!**

Clap, stomp, march,
show up!







Most notably used
by Extinction
Rebellion:
blocking the
streets with
bodies, resisting
arrest, tying
yourself to a tree
or a business
building,
disturbing order



Lying on the street symbolises all of our fate if we fail to dismantle climate change.

