

HOUDINI AND ADVERTISING

Part 2

Students may also create an advertising poster for Houdini. Have them look at the example poster and answer the following questions.



Houdini Poster Analysis

- 1) What are the main colors used in the poster? What feelings do the colors make you have? Are they exciting, fun, drab, dreary, sad, upsetting, interesting, etc.?
- 2) Are any symbols (pictures that represent an idea) used in the poster? If yes, name the symbols used.
- 3) If a symbol is used, is it clear (easy to understand)? Easy to remember? Powerful?
- 4) Does the poster present its message mostly with pictures, mostly in words, or with both?
- 5) Who was the audience for the poster? (Who would see it?)
- 6) What do you think Houdini hoped the poster would do?
- 7) Do you think the poster was effective? Did it do the job it was intended to do? What made it a good poster or what made it an ineffective poster?

Students can draw their own advertising posters for Houdini. They should use colors they believe will attract and interest people and may wish to use symbols such as broken chains or open locks to demonstrate Houdini's talent as an escape artist. Remember, the purpose of the poster would be to get people to buy tickets to Houdini's shows.