



THE ART OF PERSUASION

THE USE AND ABUSE OF PROPAGANDA IN COMIC BOOKS

MISSION STATEMENT:

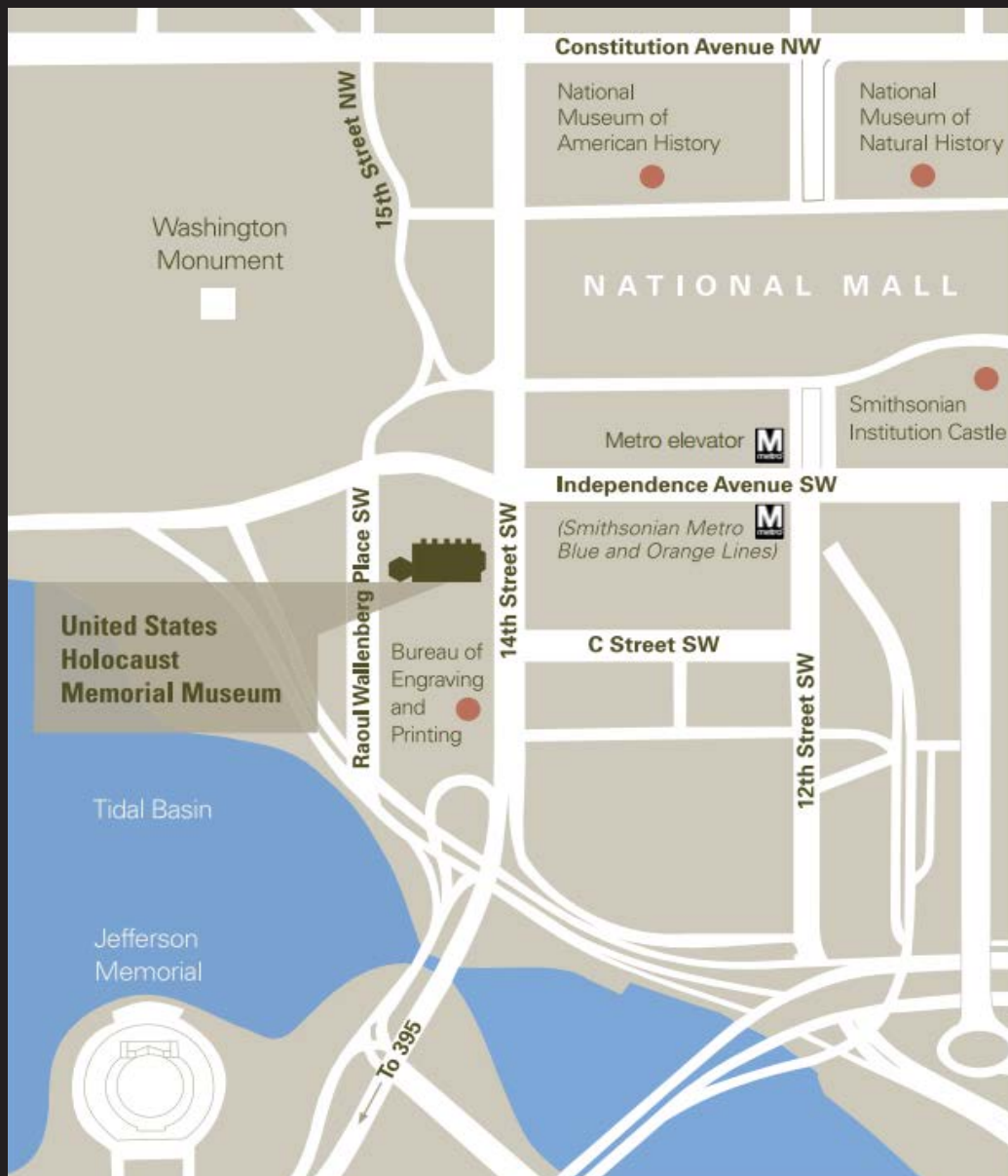
The Art of Persuasion examines one of history's most powerful tools—the comic book—which has been used as a favored medium to spread both harmful and beneficial agendas.

TARGET AUDIENCE:

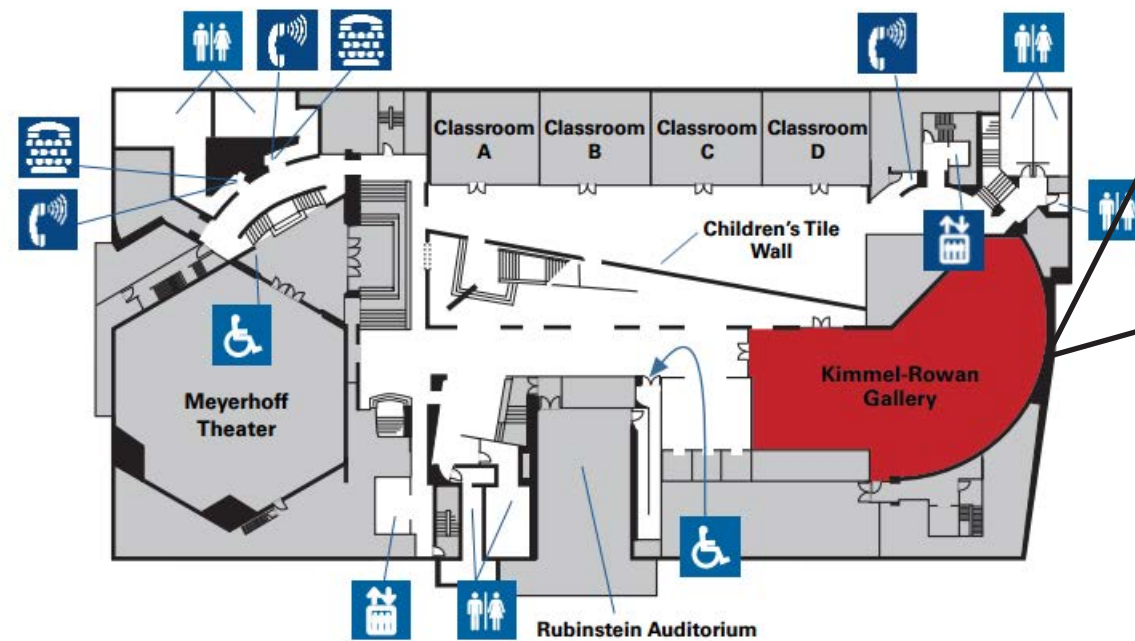
The Art of Persuasion should attract adults between the ages of 18 through 45 (who are the average readers of comic books), as well as people who are interested in comic books and/or would like to learn how they influence our decisions and behavior.

TEACHING POINTS:

- Propaganda is not always negative; it can also help inspire people by raising awareness of the environment, promoting peace, and criticizing slavery and racism.
- Cultural, political and social messages have been spread (intentionally or not) in and by comic books for the past century.
- Individuals and organizations have used comic books to spread both harmful and beneficial agendas with their hypnotic use of layout and imagery.
- Comic books can be a powerful type of literature and art form because of their intricate stories and high level of detail.



SITE:



The United States Holocaust Memorial Museum
100 Raoul Wallenberg Place, SW Washington, DC 20024

The United States Holocaust Memorial Museum and *The Art of Persuasion* share similar themes, such as the use and abuse of propaganda, the influence propaganda can exert on people, and how prejudice and hatred can be a powerful weapon. All of these themes deal with issues that affect society.

CONTENT PLAN:

1.0 INTRODUCTION

2.0 THE USE AND ABUSE OF PROPAGANDA

3.0 MEET THE GAME-CHANGERS: ART SPIEGELMAN

4.0 US VERSUS THEM

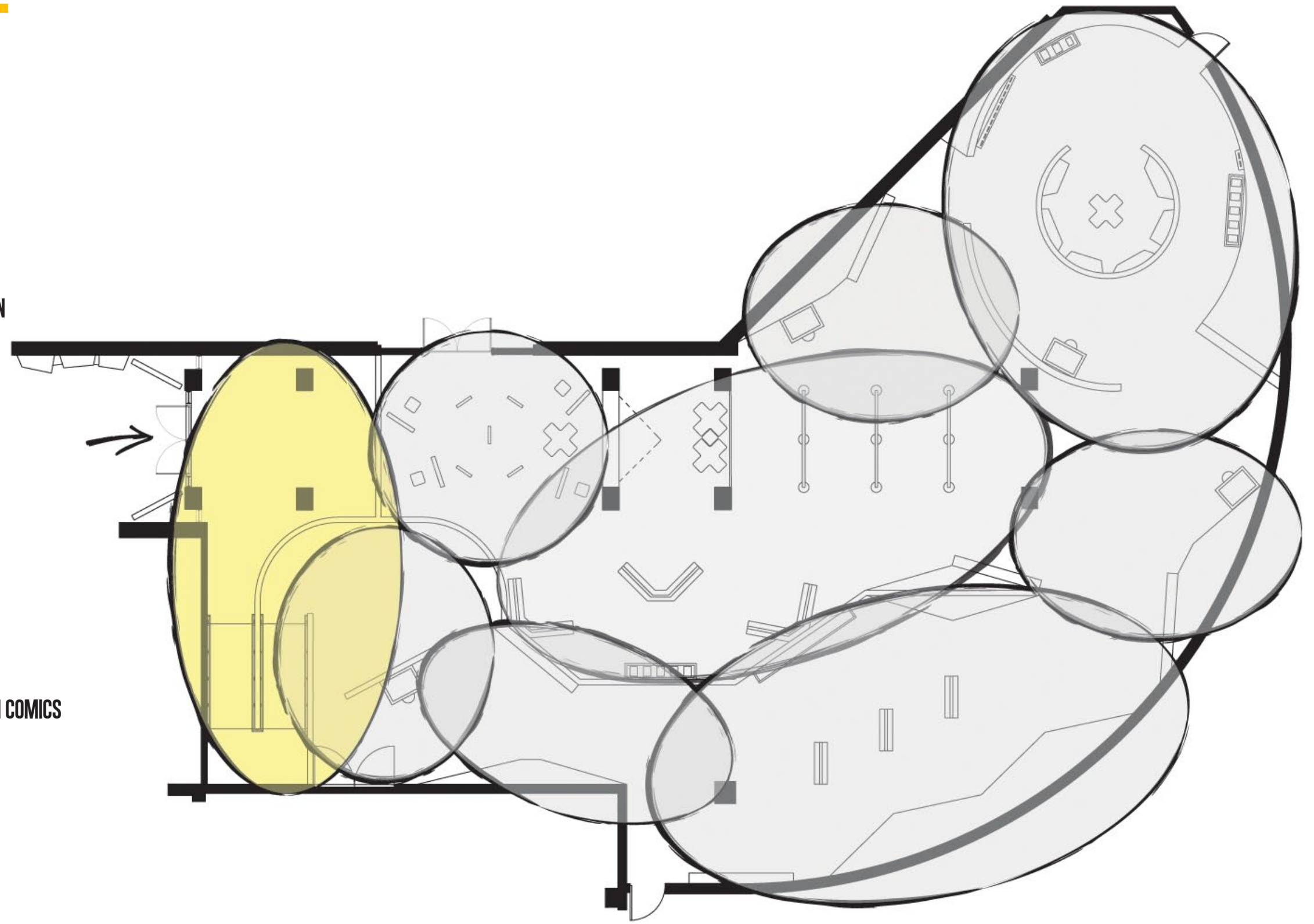
5.0 MEET THE GAME-CHANGERS: ALAN MOORE

6.0 ACTION/REACTION

7.0 MEET THE GAME-CHANGERS: SPIRE CHRISTIAN COMICS

8.0 PERSUASIONS OF SOCIETY

9.0 CONVERSATION HUB



CONTENT PLAN:

1.0 INTRODUCTION

2.0 THE USE AND ABUSE OF PROPAGANDA

3.0 MEET THE GAME-CHANGERS: ART SPIEGELMAN

4.0 US VERSUS THEM

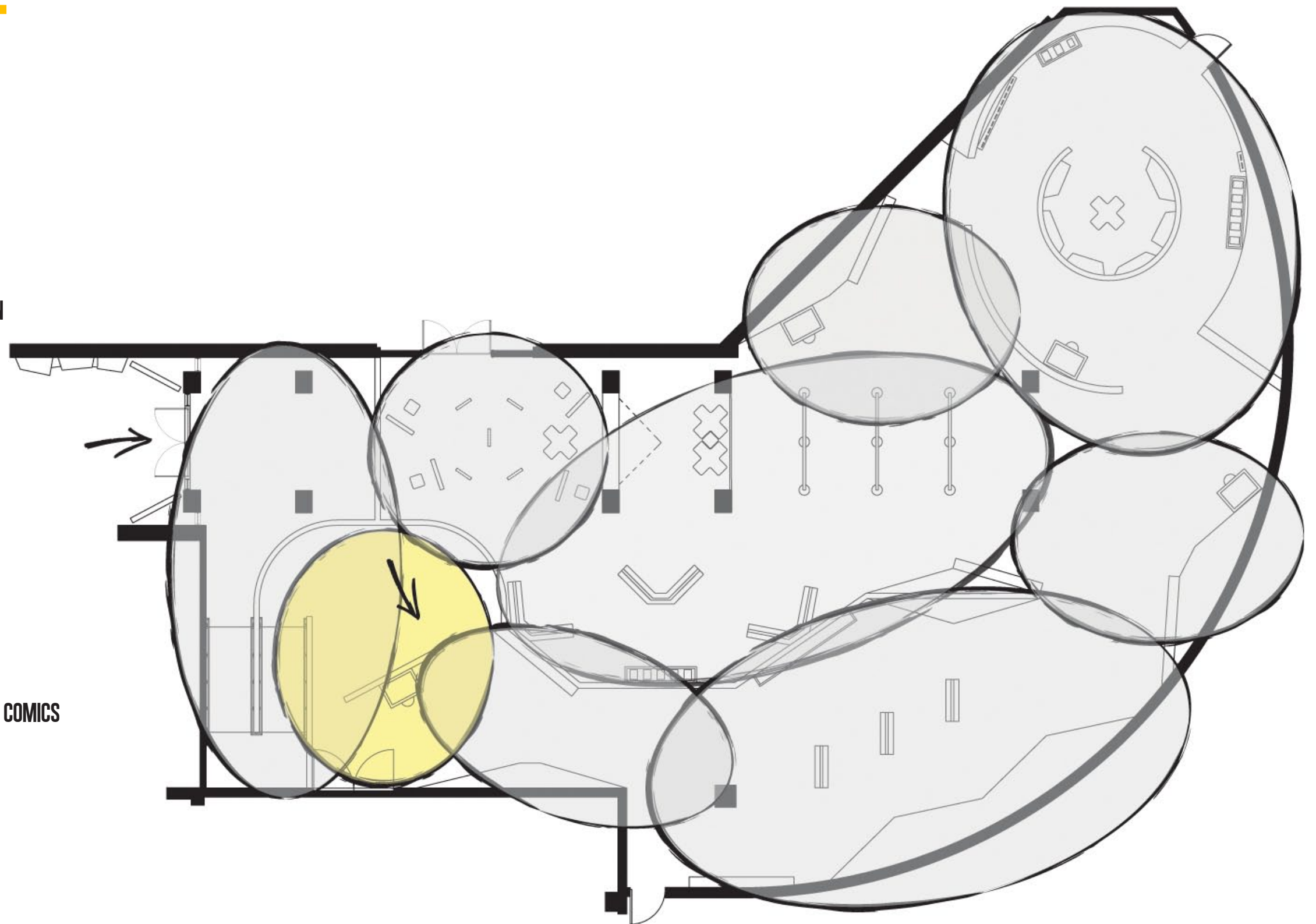
5.0 MEET THE GAME-CHANGERS: ALAN MOORE

6.0 ACTION/REACTION

7.0 MEET THE GAME-CHANGERS: SPIRE CHRISTIAN COMICS

8.0 PERSUASIONS OF SOCIETY

9.0 CONVERSATION HUB



CONTENT PLAN:

1.0 INTRODUCTION

2.0 THE USE AND ABUSE OF PROPAGANDA

3.0 MEET THE GAME-CHANGERS: ART SPIEGELMAN

4.0 US VERSUS THEM

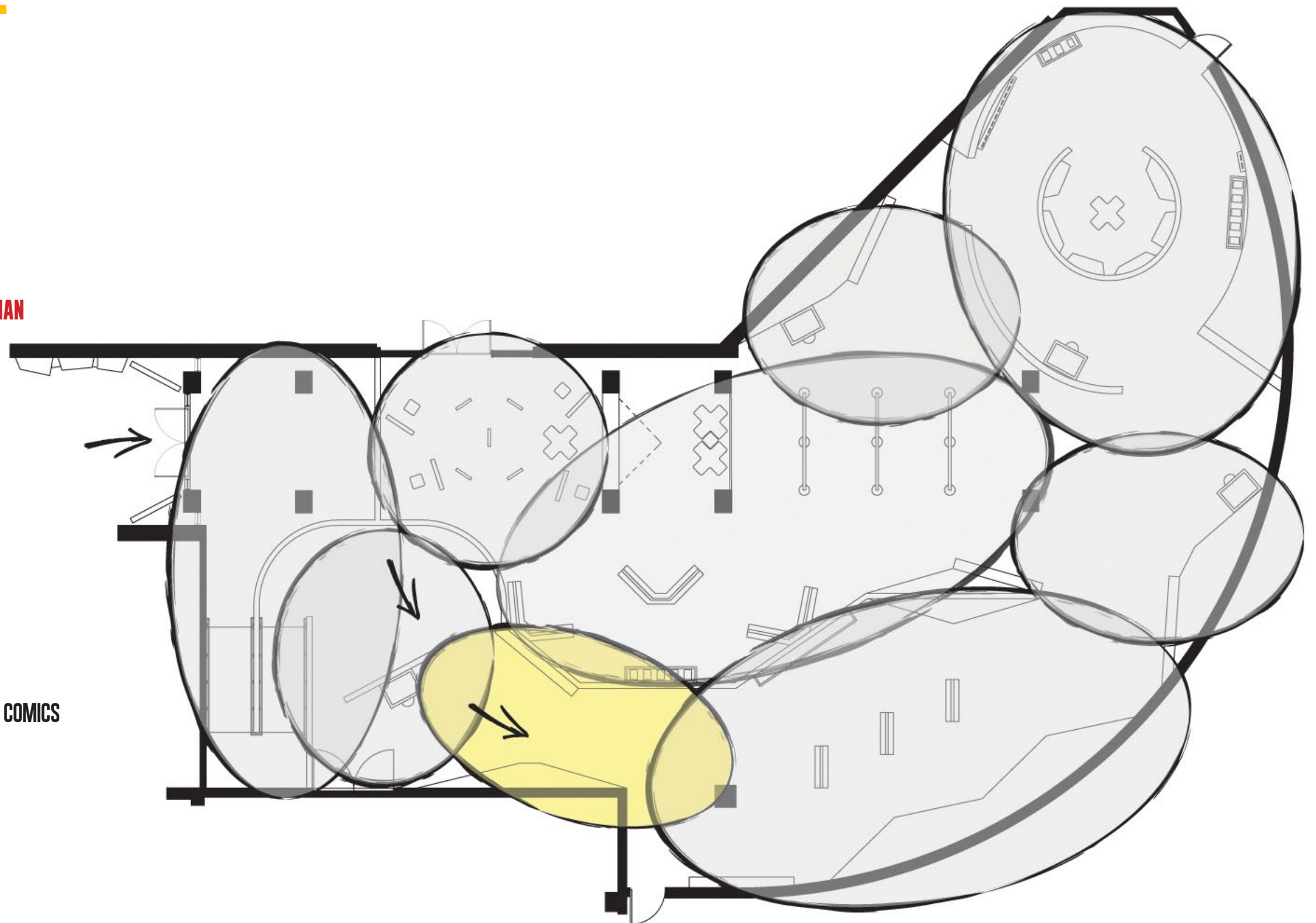
5.0 MEET THE GAME-CHANGERS: ALAN MOORE

6.0 ACTION/REACTION

7.0 MEET THE GAME-CHANGERS: SPIRE CHRISTIAN COMICS

8.0 PERSUASIONS OF SOCIETY

9.0 CONVERSATION HUB



CONTENT PLAN:

1.0 INTRODUCTION

2.0 THE USE AND ABUSE OF PROPAGANDA

3.0 MEET THE GAME-CHANGERS: ART SPIEGELMAN

4.0 US VERSUS THEM

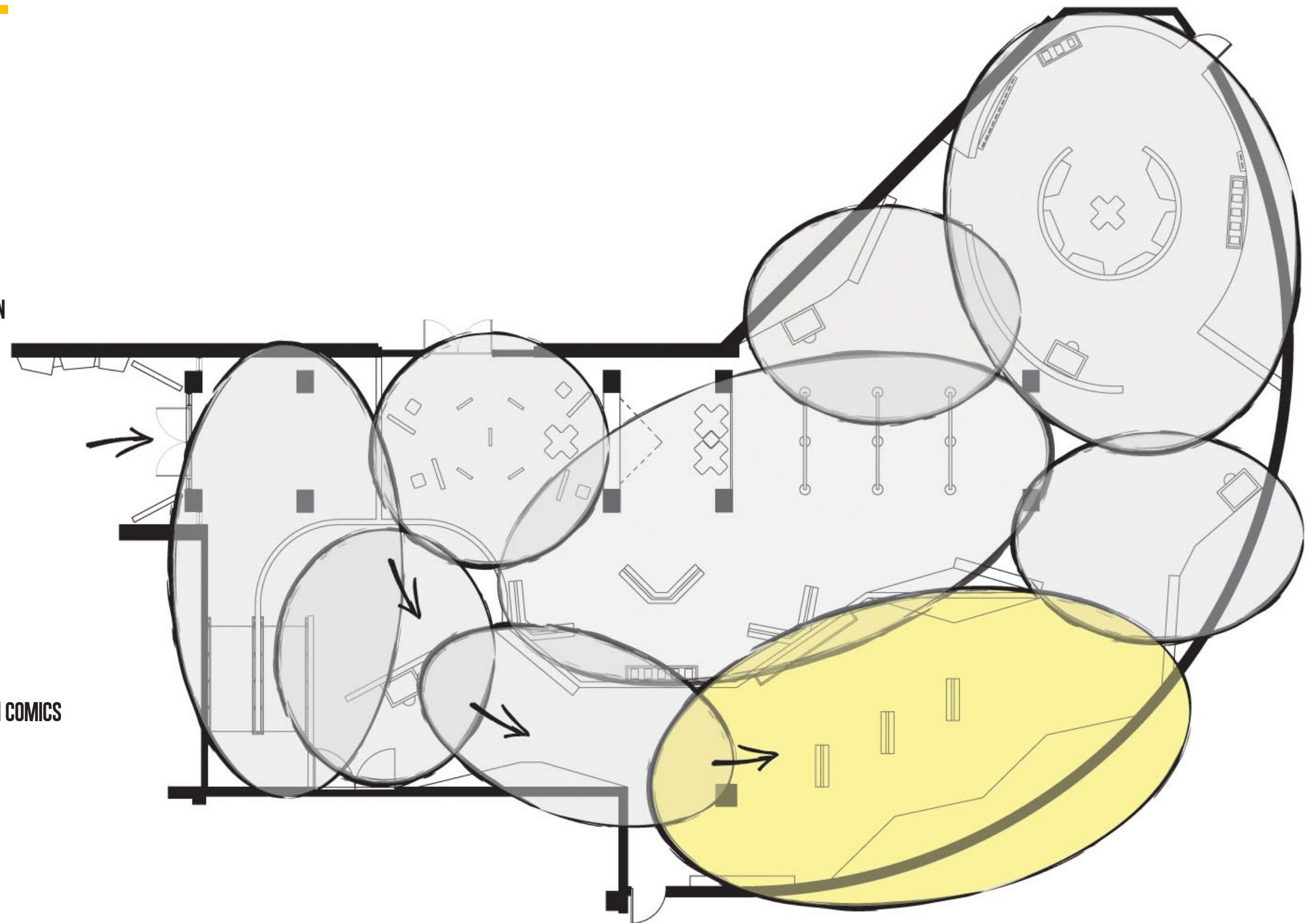
5.0 MEET THE GAME-CHANGERS: ALAN MOORE

6.0 ACTION/REACTION

7.0 MEET THE GAME-CHANGERS: SPIRE CHRISTIAN COMICS

8.0 PERSUASIONS OF SOCIETY

9.0 CONVERSATION HUB



CONTENT PLAN:

1.0 INTRODUCTION

2.0 THE USE AND ABUSE OF PROPAGANDA

3.0 MEET THE GAME-CHANGERS: ART SPIEGELMAN

4.0 US VERSUS THEM

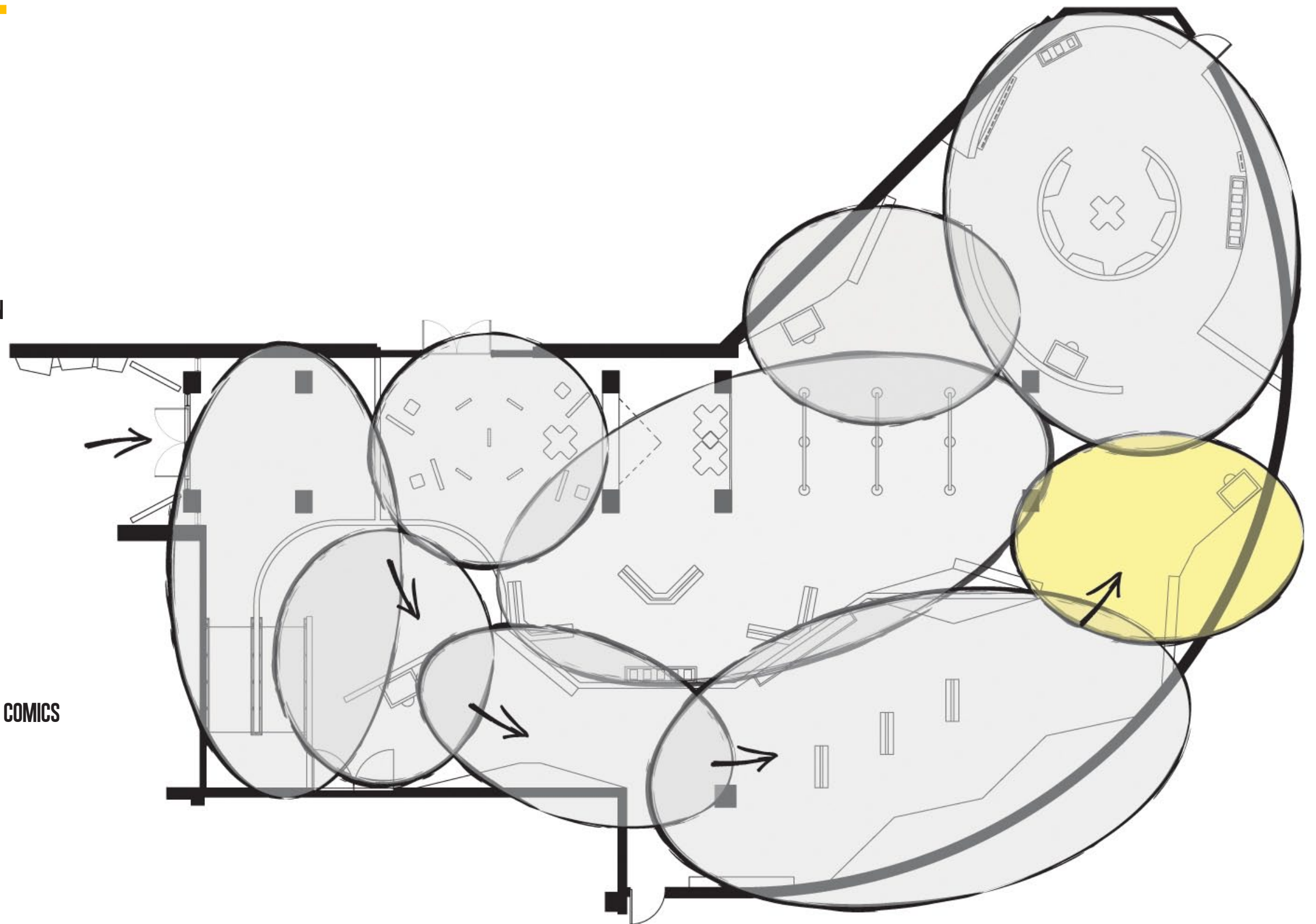
5.0 MEET THE GAME-CHANGERS: ALAN MOORE

6.0 ACTION/REACTION

7.0 MEET THE GAME-CHANGERS: SPIRE CHRISTIAN COMICS

8.0 PERSUASIONS OF SOCIETY

9.0 CONVERSATION HUB



CONTENT PLAN:

1.0 INTRODUCTION

2.0 THE USE AND ABUSE OF PROPAGANDA

3.0 MEET THE GAME-CHANGERS: ART SPIEGELMAN

4.0 US VERSUS THEM

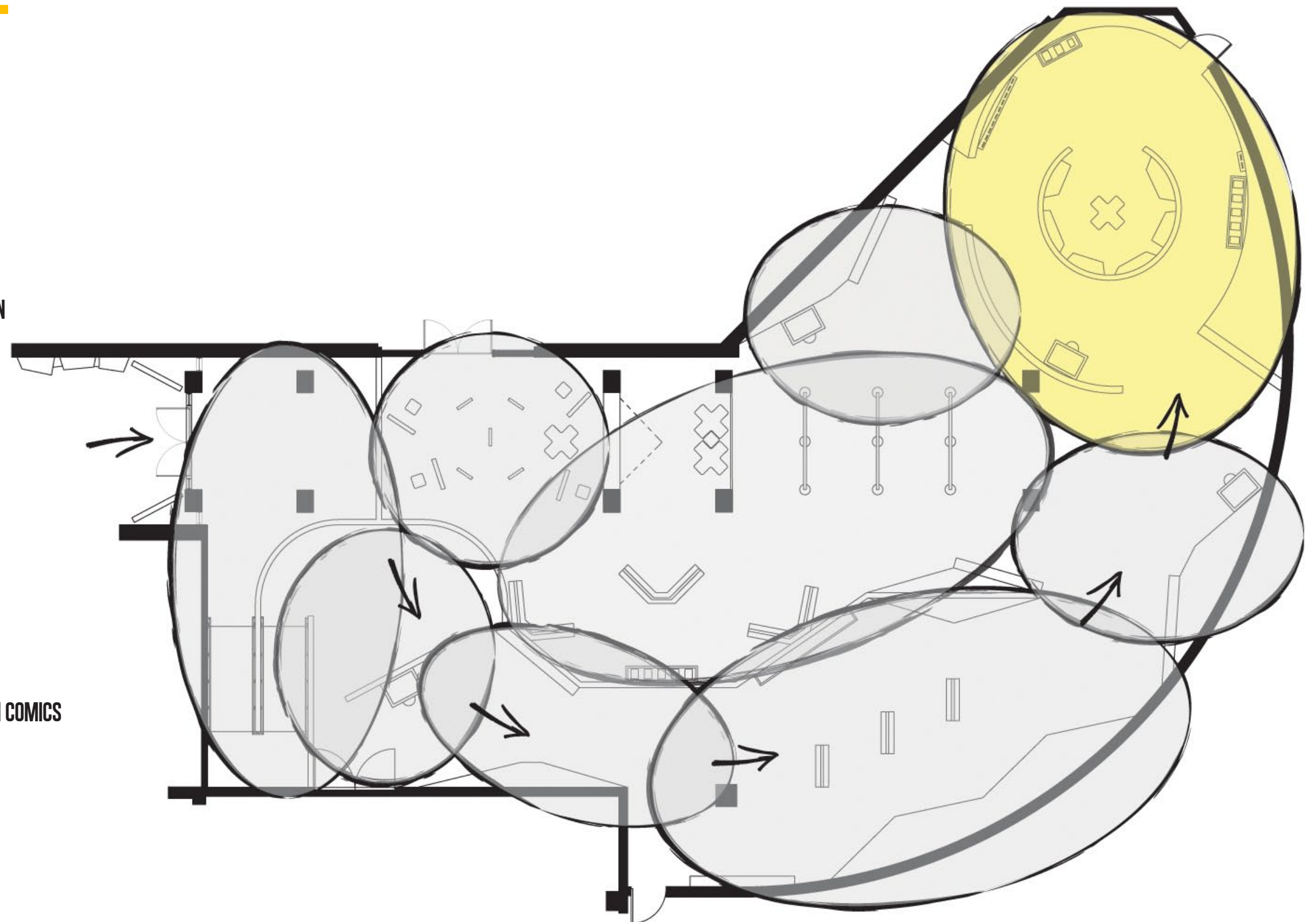
5.0 MEET THE GAME-CHANGERS: ALAN MOORE

6.0 ACTION/REACTION

7.0 MEET THE GAME-CHANGERS: SPIRE CHRISTIAN COMICS

8.0 PERSUASIONS OF SOCIETY

9.0 CONVERSATION HUB



CONTENT PLAN:

1.0 INTRODUCTION

2.0 THE USE AND ABUSE OF PROPAGANDA

3.0 MEET THE GAME-CHANGERS: ART SPIEGELMAN

4.0 US VERSUS THEM

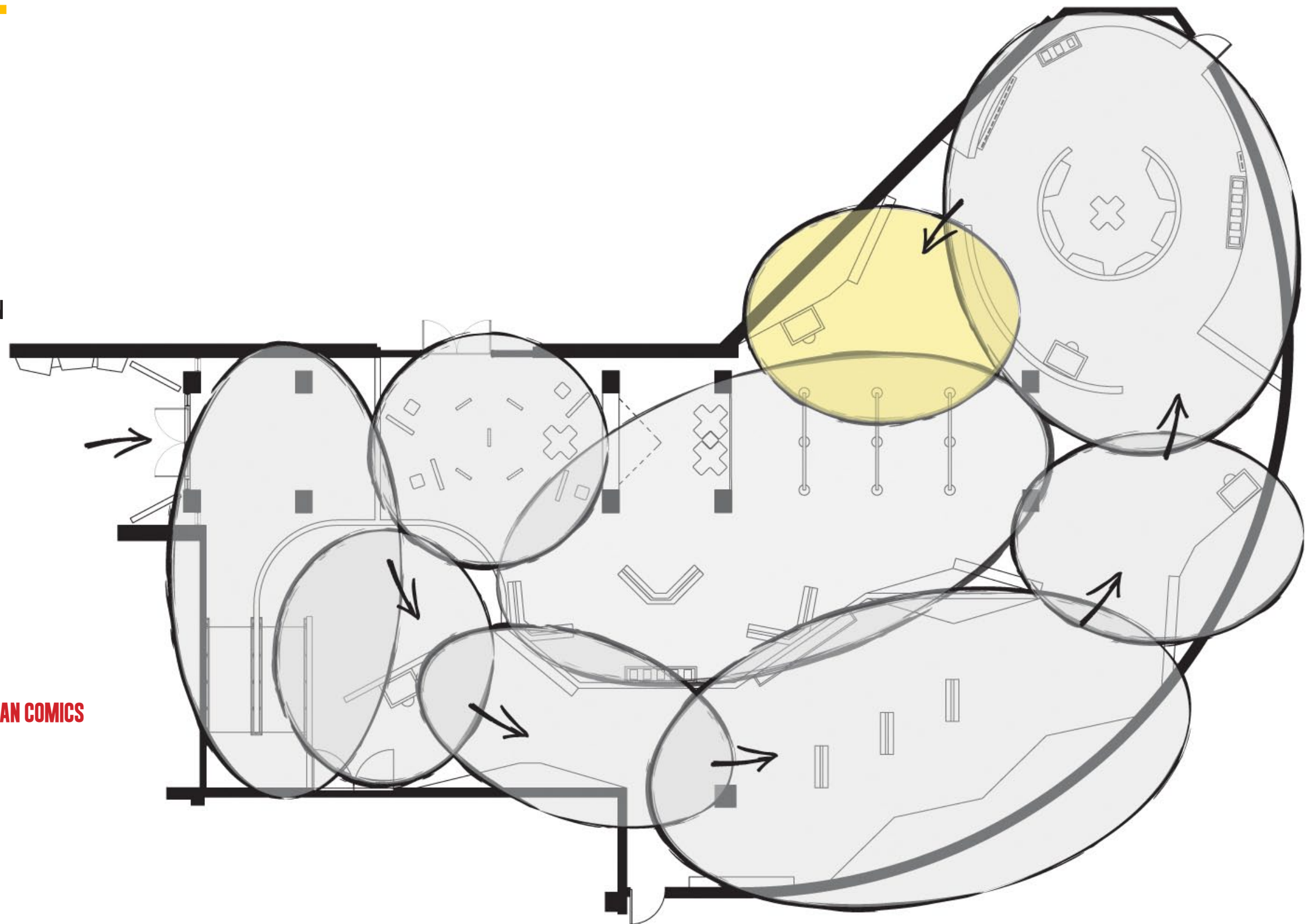
5.0 MEET THE GAME-CHANGERS: ALAN MOORE

6.0 ACTION/REACTION

7.0 MEET THE GAME-CHANGERS: SPIRE CHRISTIAN COMICS

8.0 PERSUASIONS OF SOCIETY

9.0 CONVERSATION HUB



CONTENT PLAN:

1.0 INTRODUCTION

2.0 THE USE AND ABUSE OF PROPAGANDA

3.0 MEET THE GAME-CHANGERS: ART SPIEGELMAN

4.0 US VERSUS THEM

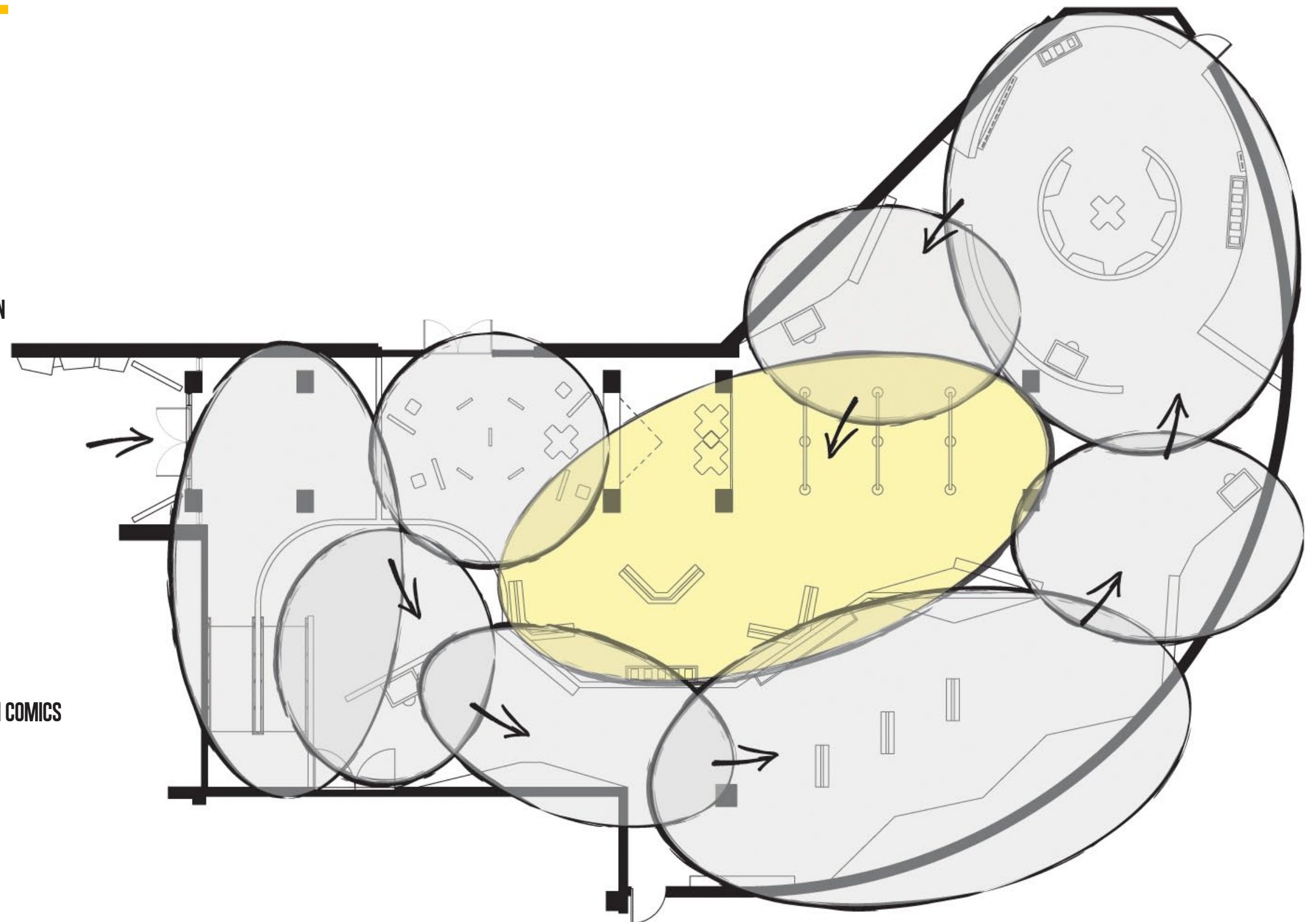
5.0 MEET THE GAME-CHANGERS: ALAN MOORE

6.0 ACTION/REACTION

7.0 MEET THE GAME-CHANGERS: SPIRE CHRISTIAN COMICS

8.0 PERSUASIONS OF SOCIETY

9.0 CONVERSATION HUB



CONTENT PLAN:

1.0 INTRODUCTION

2.0 THE USE AND ABUSE OF PROPAGANDA

3.0 MEET THE GAME-CHANGERS: ART SPIEGELMAN

4.0 US VERSUS THEM

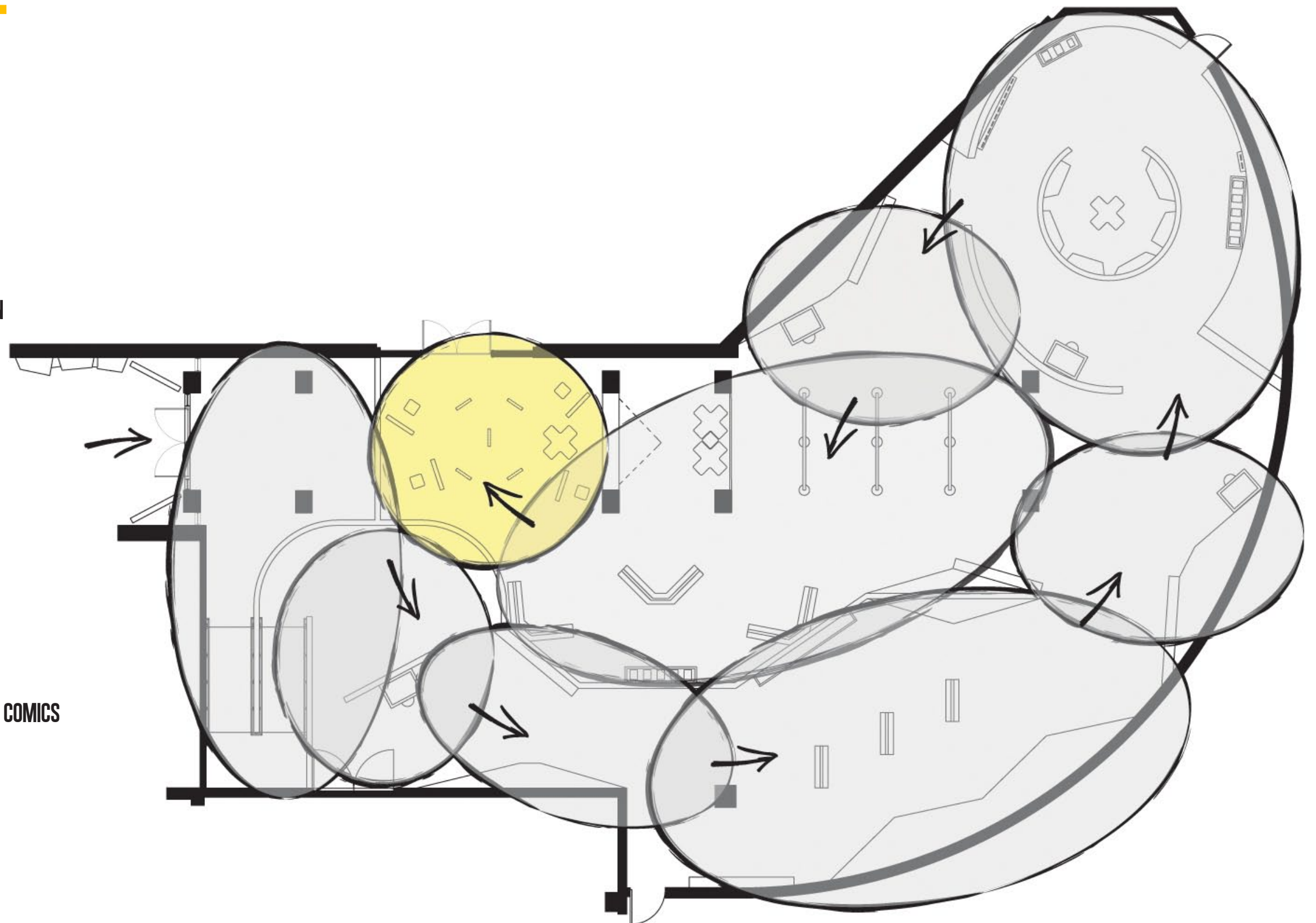
5.0 MEET THE GAME-CHANGERS: ALAN MOORE

6.0 ACTION/REACTION

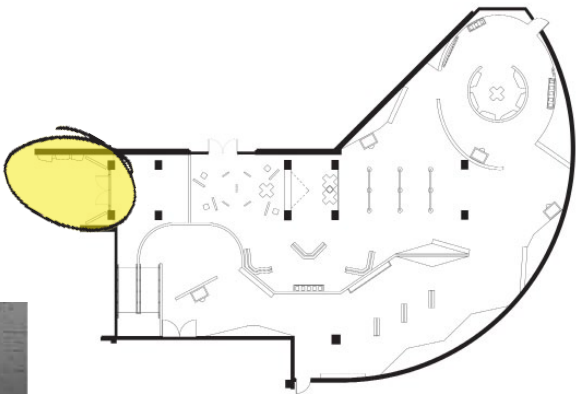
7.0 MEET THE GAME-CHANGERS: SPIRE CHRISTIAN COMICS

8.0 PERSUASIONS OF SOCIETY

9.0 CONVERSATION HUB

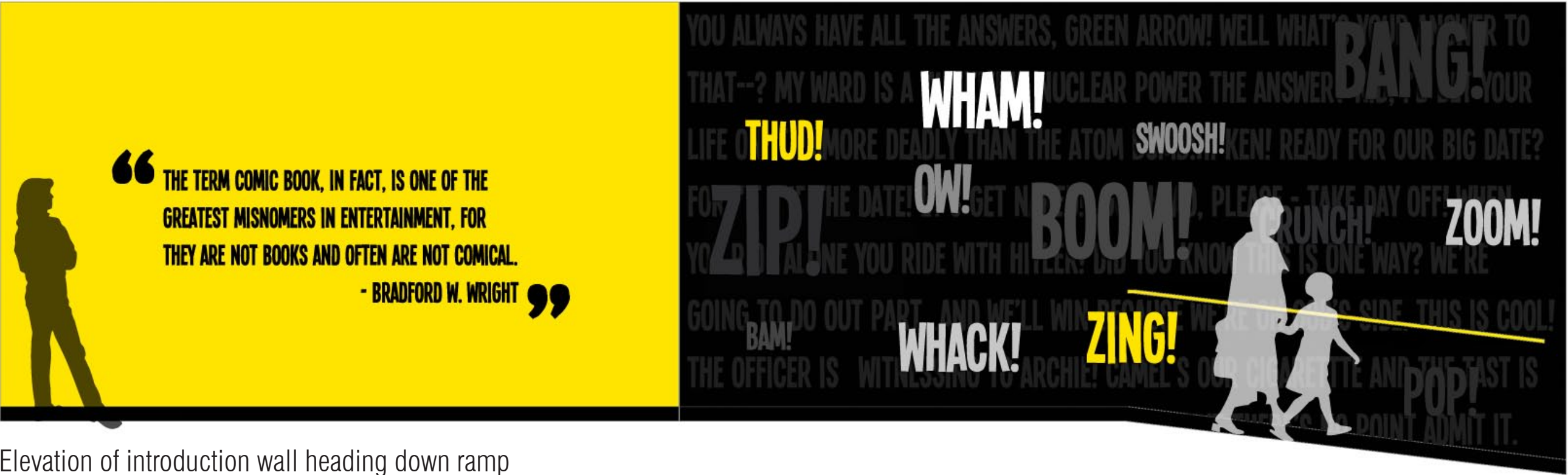
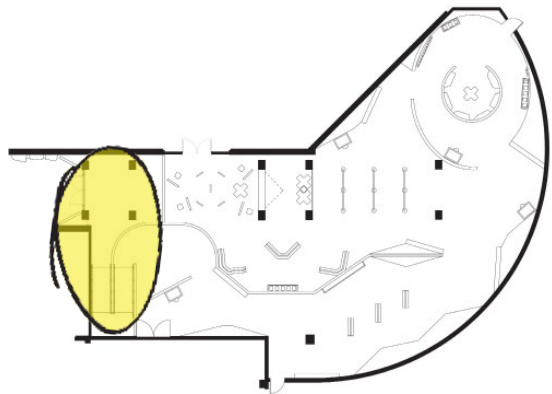


ENTRY EXPERIENCE:



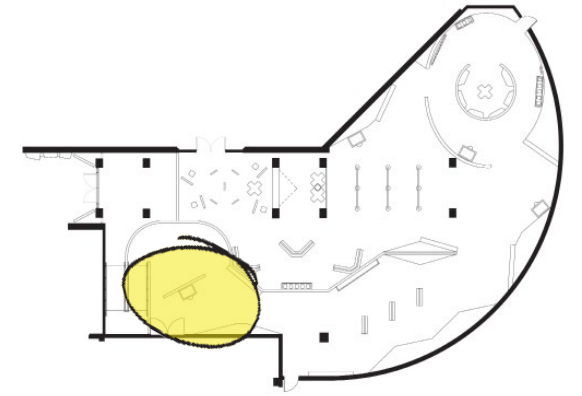
Perspective of entry experience

INTRODUCTION:



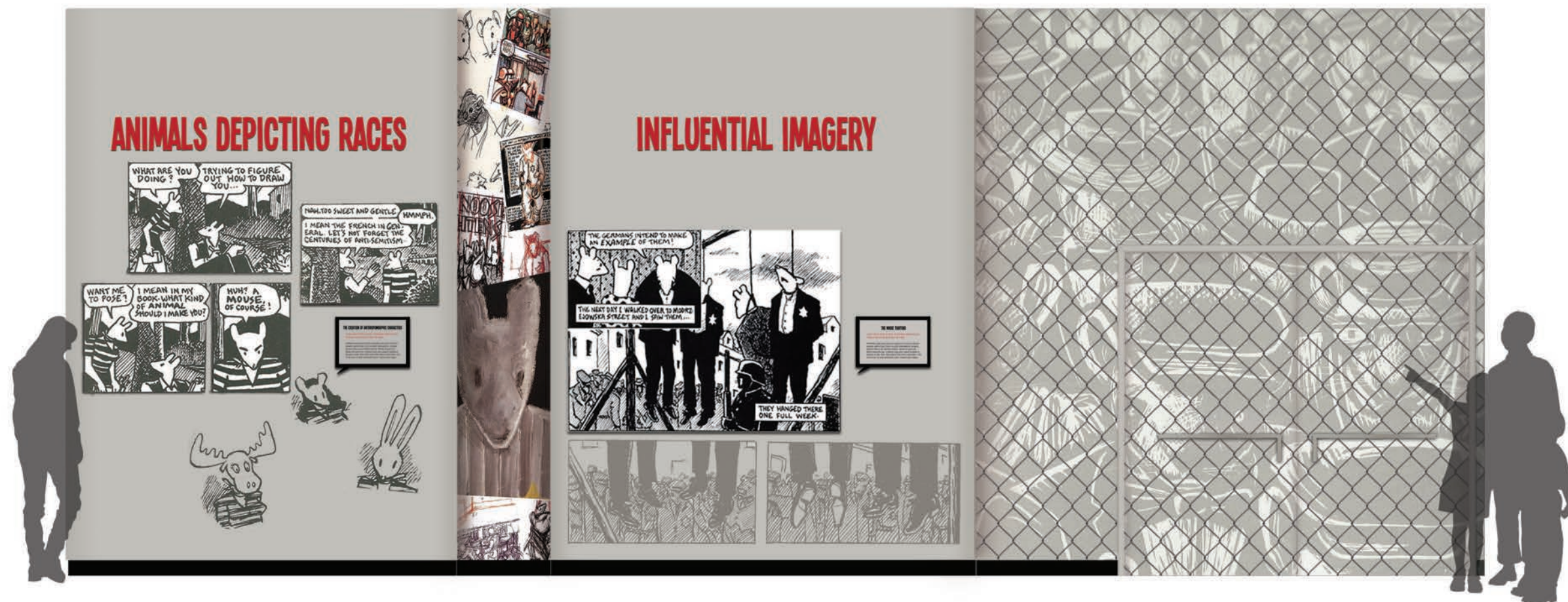
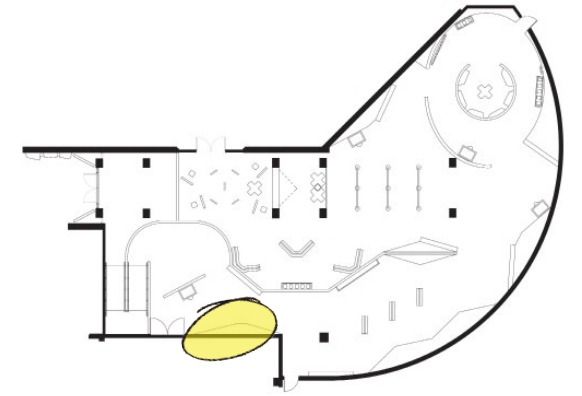
Elevation of introduction wall heading down ramp

“THE USE AND ABUSE OF PROPAGANDA”:



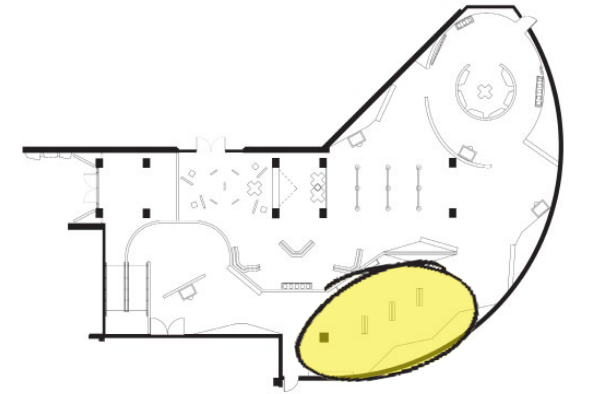
Perspective of Introduction, “The Use and Abuse of Propaganda” and “Meet the Game-Changers”: Art Spiegelman

“MEET THE GAME-CHANGERS” – ART SPIEGELMAN:



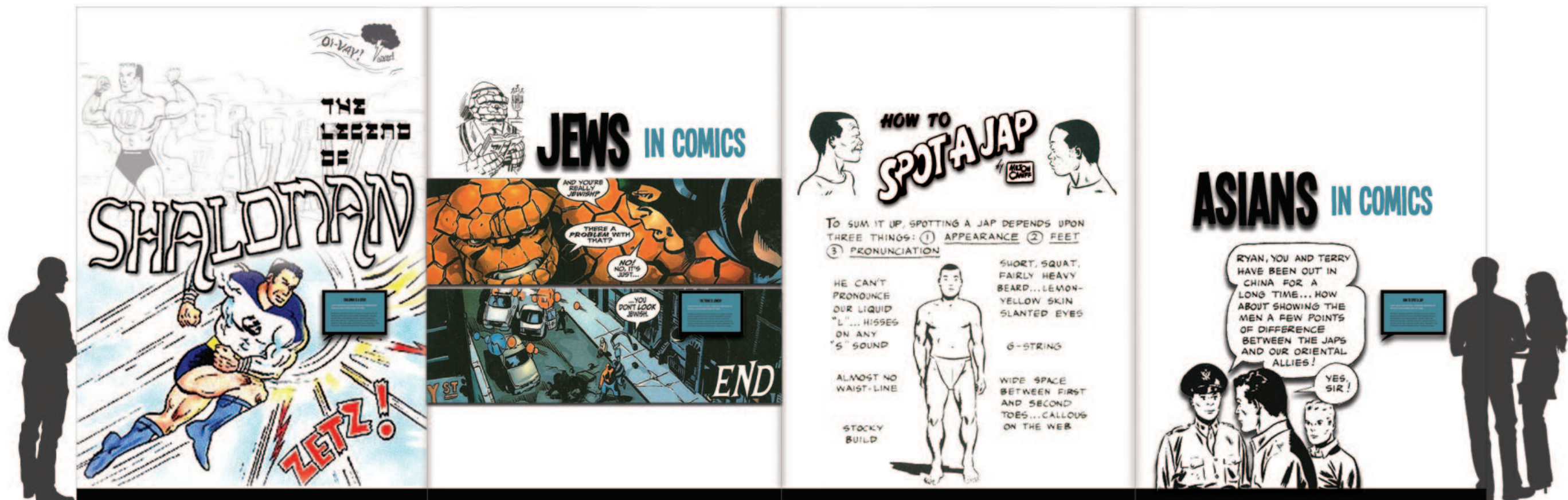
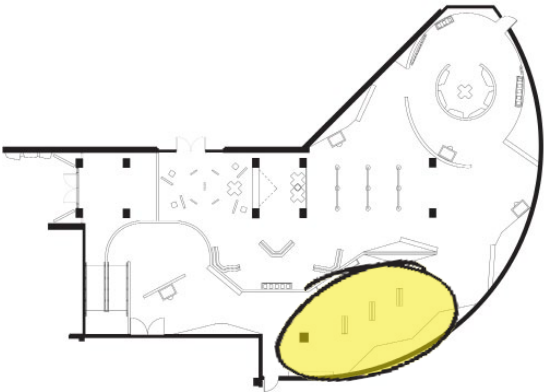
Elevation of “Meet the Game-Changers”: Art Spiegelman

“US VS. THEM”:



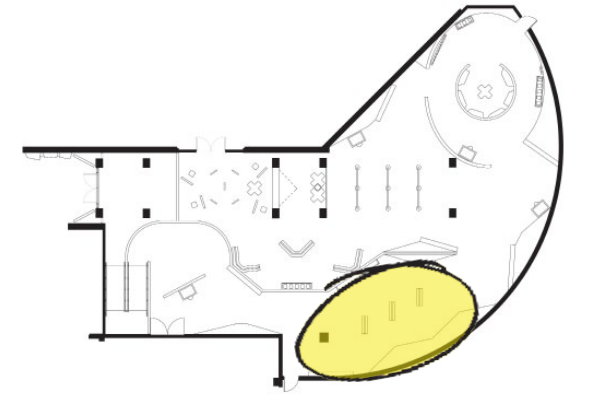
Perspective of “Meet the Game-Changers”: Art Spiegelman, “Us vs. Them”, and “Meet the Game-Changers”: Alan Moore

“US VS. THEM”:



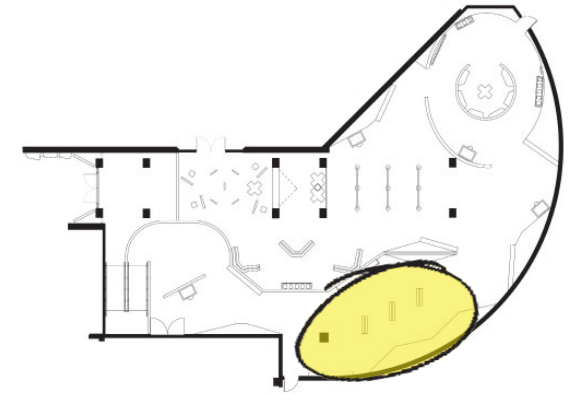
Elevation of asians in comics and jews in comics

“US VS. THEM” – REFLECTION PANELS:



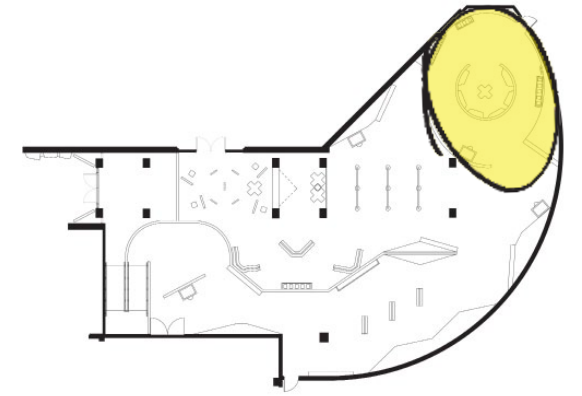
Elevations of the front of the reflection panels

“US VS. THEM” – REFLECTION PANELS:



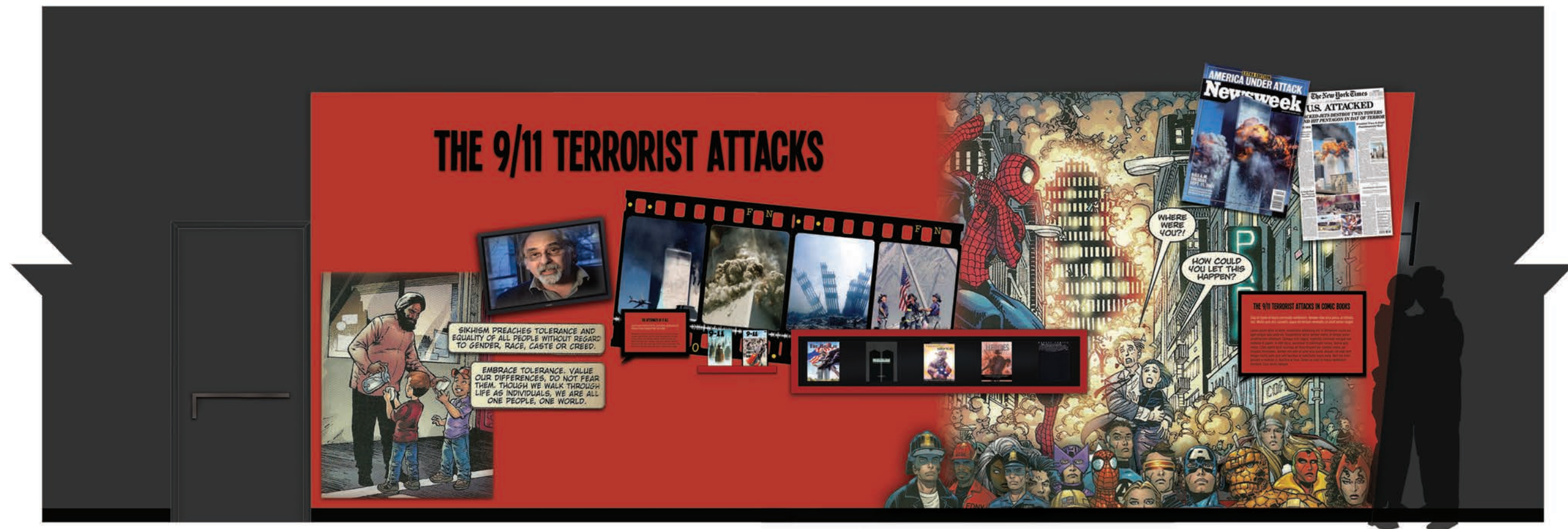
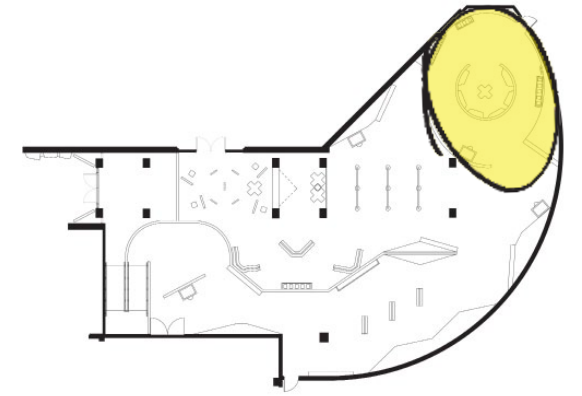
Elevations of the back of the reflection panels

“ACTION/REACTION”:



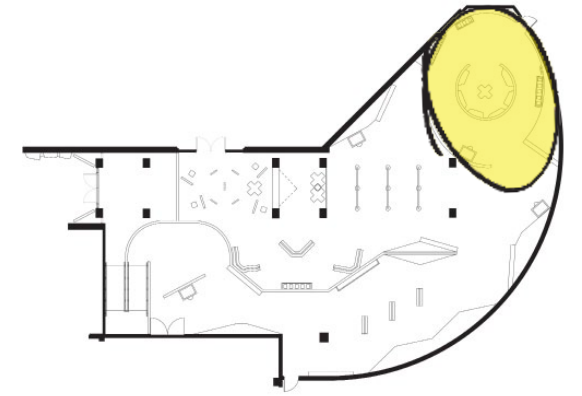
Perspective of the “Action/Reaction” section showing 9/11 wall, reflection space, and interactive drawing wall

“ACTION/REACTION” – THE 9/11 TERRORIST ATTACKS:



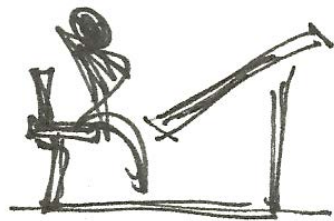
Elevation of the 9/11 terrorist attacks wall

“ACTION/REACTION” – THE BOMBING OF HIROSHIMA:



Elevation of the bombing of Hiroshima wall

INTERACTIVE:



Isometric view of interactive drafting table in “Action/Reaction”

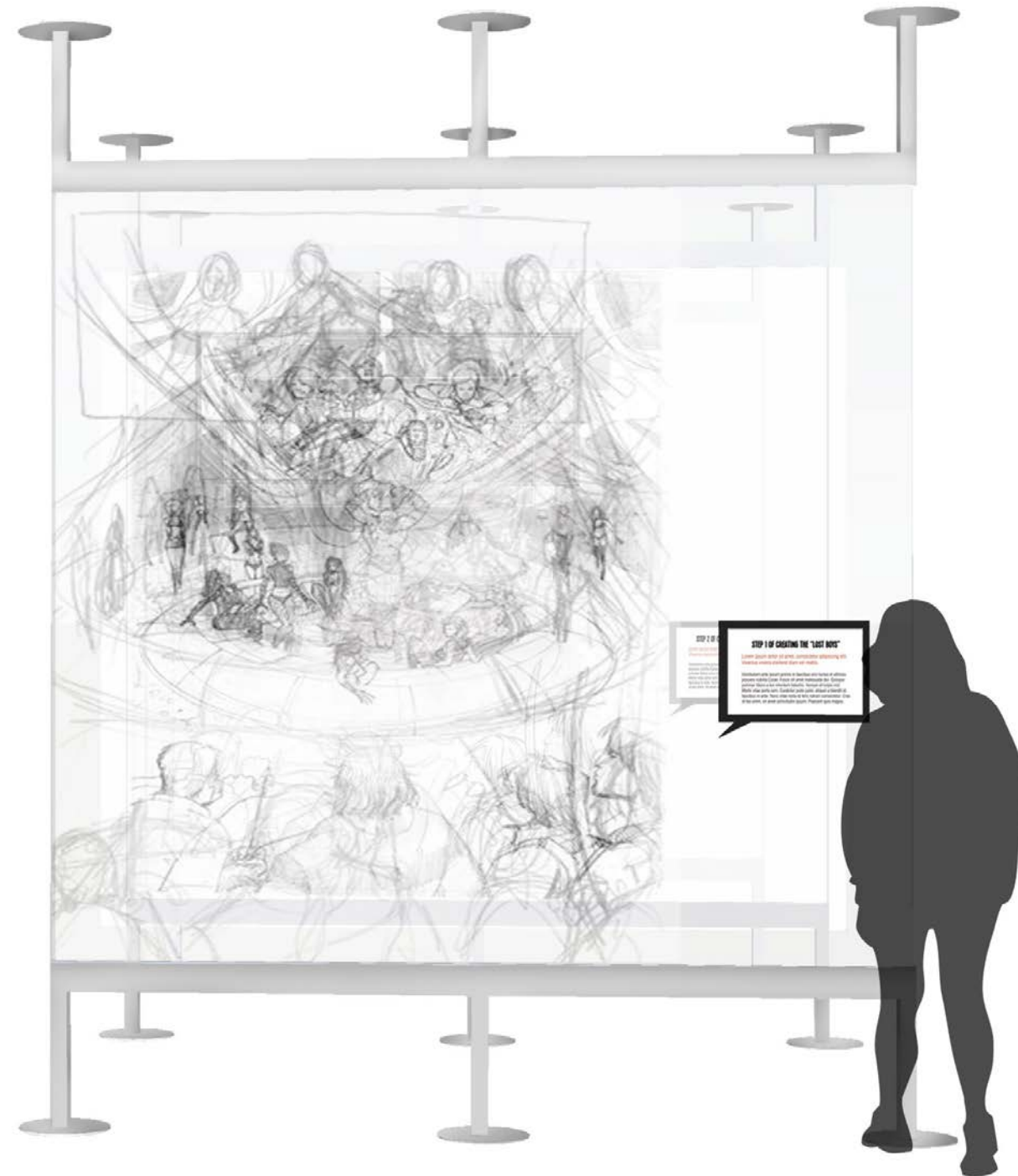
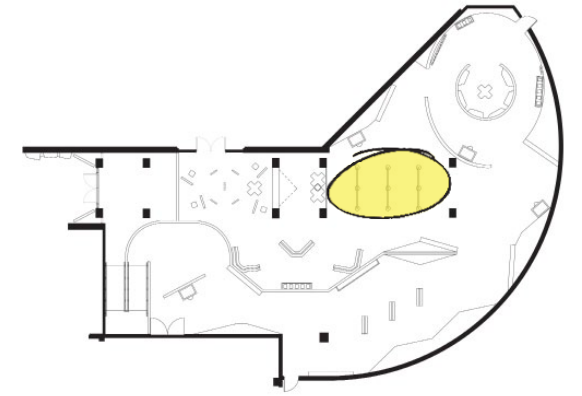


Side view of interactive drafting table in “Action/Reaction”

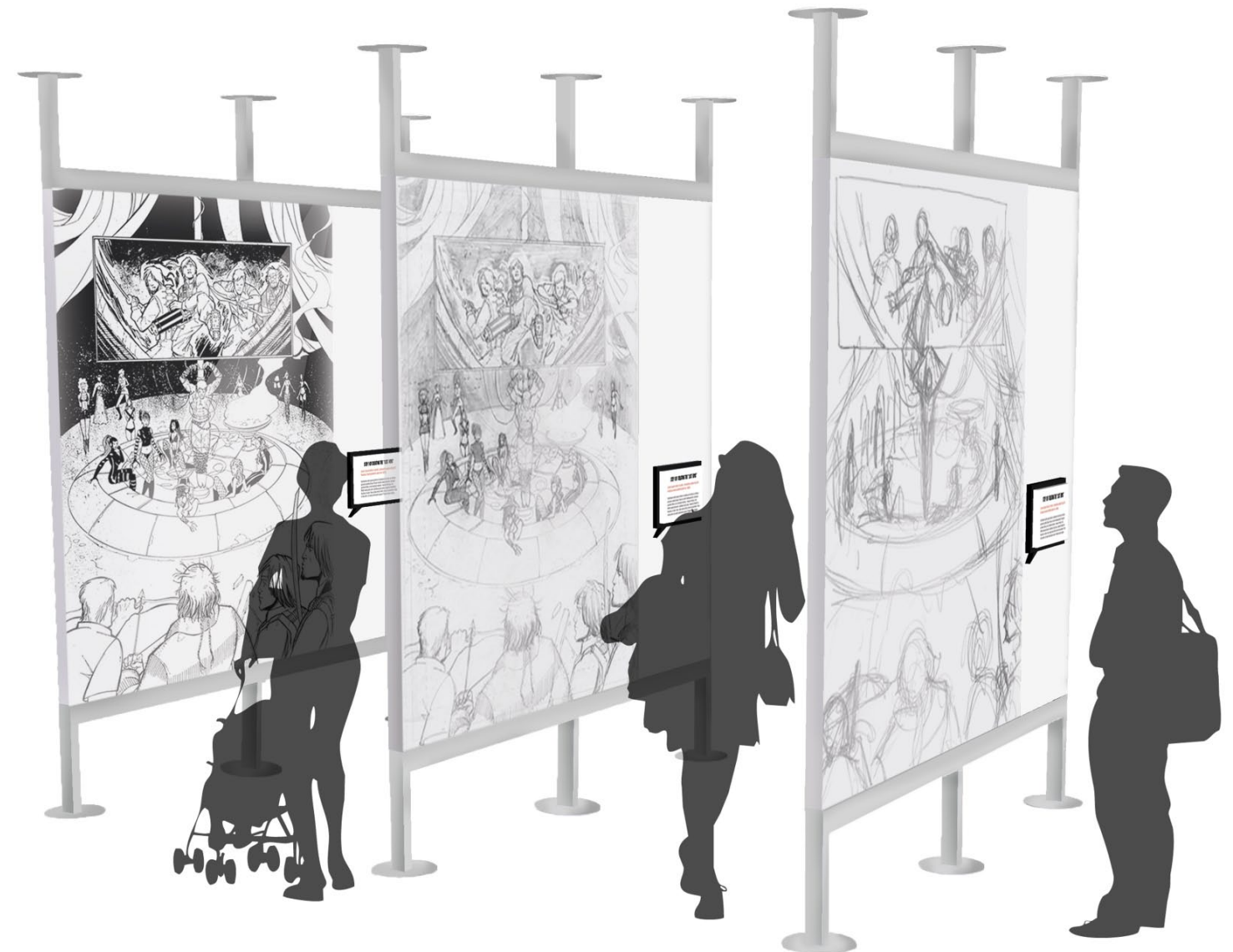
ACTIVITIES THAT VISITORS CAN PARTICIPATE IN ON THE INTERACTIVE DRAFTING TABLES:

- Create your own comic book panel that reflects a topic being explored in the exhibition
- Write or draw your own message on an existing blank propaganda poster or advertisement
- Explore the various comic books exhibited in the exhibition and zoom into the panels to see details
- Visitor poll and comment forum on topics displayed in the exhibition

TRANSPARENT PANELS OF DESIGN STEPS:

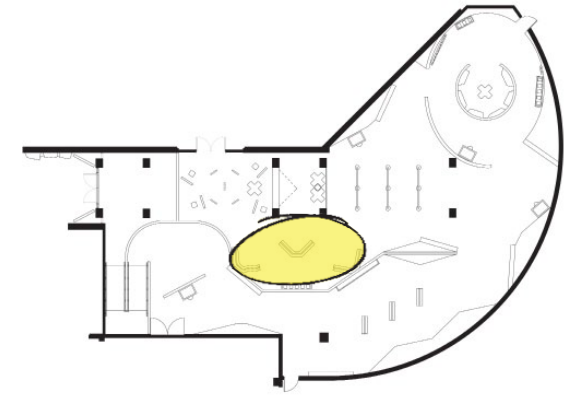


Front view showing the combination of all the design steps combined



Side view showing how visitors can pass-through each panel

“PERSUASIONS OF SOCIETY” – REFLECTION PANELS:

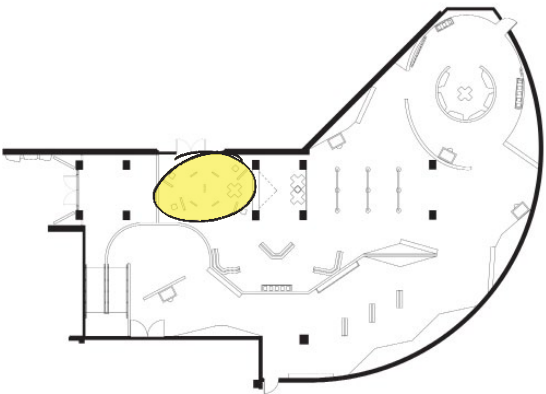


Front view of panel discussing nuclear power in comic books



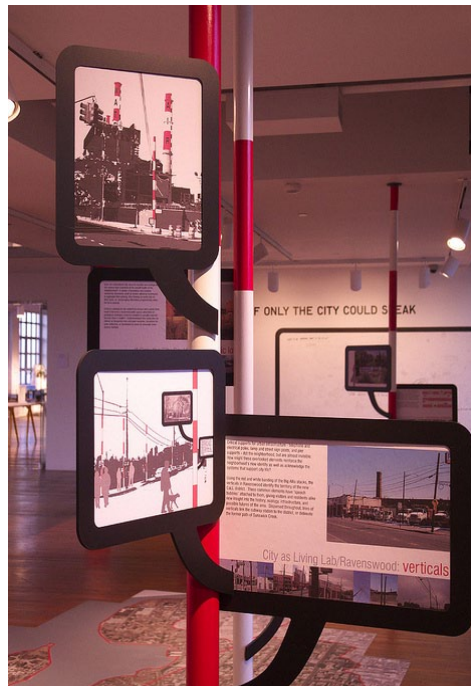
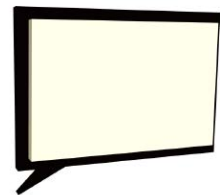
Back view of panel discussing abortion in comic books

“CONVERSATION HUB”:



Perspective of “Persuasions of Society” and “Conversation Hub”

TEXT PANEL:



THE BOMBING OF HIROSHIMA IN COMIC BOOKS

The horrific events that occurred after the bombing of Hiroshima and the use of atomic weaponry in World War II have been a topic expressed in comic books since the bombing on August 6, 1945 at 8:15 AM.

Keiji Nakazawa (who was six at the time), a survivor of the bombing of Hiroshima, wrote two well-known comics. The first is *I Saw It: The Atomic Bombing of Hiroshima - A Survivor's True Story*. This comic deals with the bombing of Hiroshima, the horrific aftermath and his unfortunate loss of members of his family. The second comic is *Barefoot Gen*, a ten volume story about the Hiroshima bombing that discusses the elimination of nuclear weaponry. Both comics are powerful pieces of propaganda, especially since Nakazawa personally experienced the bombing and tells the story of what he encountered.

Example of a section panel in "Action/Reaction"

DISPLAY CASE:



Isometric view of display case in “Action/Reaction”

Side view of display case in “Action/Reaction”

the stereotypes
since the beginning, hollywood has depicted arabs as either
crazy ak-47-toting terrorists or convenience store clerks



is this how most of america sees us?

the community

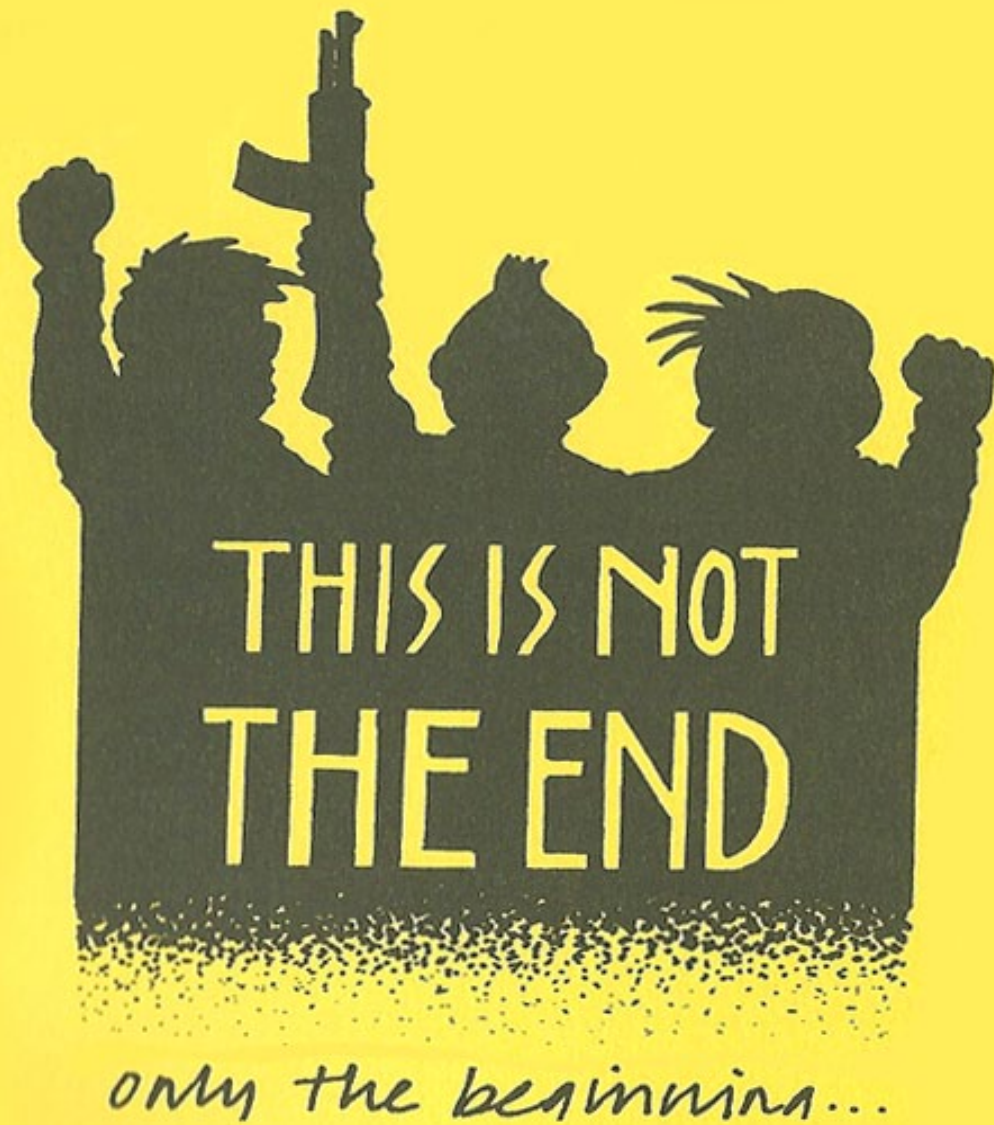
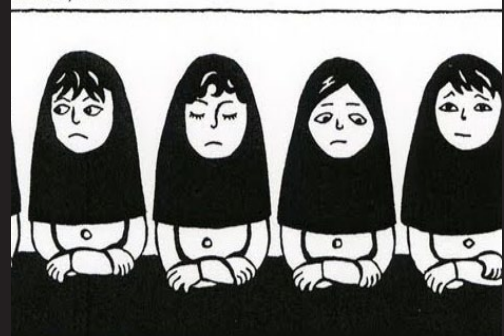


Life is Like
BASEBALL...



Everyone Deserves
a Chance at Bat.

AND THIS IS A CLASS PHOTO. I'M SITTING ON THE FAR LEFT SO
YOU DON'T SEE ME. FROM LEFT TO RIGHT: GOLNAZ, MAHSHID,
NARINE, MINNA.



HEY KIDS, COMICS!

