

Let's Play a Poster Game

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I've been on many a Zoom call recently pondering the future of my field, museum education. When will museums reopen? Even when they do, will we be able to welcome in groups? And once this pandemic ends, what will people's new needs and wants from museum educators look like anyway?

While we integrate the ever-updating data that's helping us answer these questions, museums across the world have begun offering virtual tours, posting hands-on how-tos with educators, and finding other innovative ways to gather people together online. At Poster House, one of the especially creative efforts has been our social media series #museumathome, which offers staff the opportunity to show off some of their own fabulous posters.



Make Art Not War, Shepard Fairey

In my apartment, I have two posters that I adore. One from my grandparents house, an original HaBima theater poster from the 1950's (more on that in my next post); and the other a gift from a friend, a contemporary Shepard Fairey "Make Art Not War" poster. But alas, I'm missing my posters as I am my social life, while I quarantine upstate at my in-laws where there are no posters at all...

Which got my museum educator mind thinking: how about a game of "turn it into a poster"?

The definition of a poster is a public facing work that combines images and words to quickly communicate a message. So just imagine, there could be a poster made to advertise any and everything from your home! A poster for your most useful kitchen gadget, a poster for your favorite toy, a poster for the tastiest food in your fridge, a poster for your most comfortable piece of furniture, or a poster for a garment in your closet that's been rendered useless in the age of isolation. You can even make a poster for a poster...the possibilities are endless!

Here's how the game works:

The goal is for players of any age to take turns designing slogans/sayings to match items selected by their opponents.

- To start, video chat a friend (or several friends!)
- Select a "client." As the client, show them an item from your home. Your friends are responsible for imagining the words that would accompany the item if it were being advertised in a poster. They have just thirty seconds to complete the task!
- If just playing with two players: when it's a player's turn to come up with the language for the poster, if they do, they get one campaign (or a point!); if they can't, they get zero campaigns.
- If playing with more than two players: each player has thirty seconds to come up with language. The client will select the language that they loved the most for their item and award the player whose language they selected with a campaign.
- After a campaign has been award, switch roles, and so on.
- First player to five campaigns wins!

Feel free to keep log of your image-word pairings, create a true poster with your best combo, and share it with the Poster House education staff: education@posterhouse.com. Who knows, maybe you'll be the next one featured in #museumathome?

If this version of the game feels too abstract for you, we've created a special edition card deck (keep scrolling!) to help you out!

Simply share a screen, take turns choosing cards from the deck, and come up with slogans/sayings to match the item!

Stay safe and have fun!

For example, you might show a carrot and they might say "celery's best friend," and then they might show a rocking chair and you might say "not just for grannies".

"NOT JUST FOR GRANNIES!"



Photo by Mateusz Dach from Pexels