Independence Day Posters

Framing this unit
Since the establishment of the State of Israel, the Israeli government has commissioned graphic artists to design posters for Independence Day.

In this unit we will go back in history and take a look at some of the posters that were created in the early years of the State of Israel. We will examine posters and understand the use of graphic design to convey messages, and then go on to apply this understanding in creating posters for the coming Independence Day.

Start with a discussion about the establishment of the State of Israel.

Ask the following questions:

● How old is the State of Israel?
● Did the State of Israel exist when your great-grandparents were alive?
● How do people in Israel and Jews around the world celebrate the day that Israel was established?

Explain that the government publishes posters to celebrate Independence Day.

Teach the class about the achievements and the challenges of the first decade of the State of Israel. You can compare this to a new family starting off in life. You can refer to the following points:

● Mass immigration
● Security problems – War of Independence, Suez Crisis, Arab-Israel conflict
● Establishing new economy
● Building infrastructures – cities and towns, transport, education, health, welfare, etc.

Group Activity
Choose one of the posters from the worksheet to present to the class and relate to the following features:

● Images
● Colors
● Texts
● Symbols
● Year

Important and interesting details to highlight in the different posters:

● Poster 1 – variety of people, Israeli flag, the Menorah as emblem of the State of Israel
● Poster 2 – window shutters in the shape of the number 11 (the year of independence in 1959), traditional Israeli hat, dove of peace
● Poster 3 – New and old buildings, new buildings in the shape of the number 11,
Israeli flag

- Poster 4 – fireworks, new immigrants carrying luggage in front of a ship
- Poster 5 – wheat symbolizing agriculture and the seven species of Israel, icons representing modern Israel – immigration (aliya), science, industry, livestock, trees, water, fruit, building, education, defense and the navy, emblem of the State of Israel

The design of the posters indicates the achievements and challenges of Israel after eleven years of independence, the special features of the country, and the celebrations on Independence Day.

- Students now analyze the four other posters in the same way as in the previous class activity. This can be an individual activity with each student choosing one poster to analyze. Alternatively, divide the class into groups, and give each group a different poster to analyze.
- Representatives of the different groups or individual volunteers present their work. The class discuss their thoughts about the posters.

Discussion

- Which poster do you like the best?
- What feelings do the posters convey?
- What design methods were used to convey these feelings?
- How do the posters reflect the fact that they were printed in 1959?
- What features make these posters specifically for Independence Day?
- Would these posters be relevant for Independence Day today?
- What would be the same? What would be different?

Creative Activity
Create a poster for the coming Independence Day.
Discuss the different features that should appear in the design:

- Colors
- Texts
- Symbols
- Images
- The number of years of independence

You can create posters with online tools such as Canva or other graphic software or using regular art materials.

Create a class or school exhibition featuring the posters created by the students.

Primary sources in this lesson
- Independence Day poster, Menorah, 1959
- Independence Day poster, Window, 1959
- Independence Day poster, Buildings, 1959
- Independence Day poster, Aliya, 1959
- Independence Day poster, Wheat, 1959

How did it go? Let us know! learning@nli.org.il