Reading the Advertised Image | Hank Willis Thomas

Research and sources · 9–12 · 50–65 minutes × 3–5 sessions

Context for this inquiry

Use original slogans and discuss persuasion ethically

Teach with relevant originals

Use primary artworks, museum biographies, documentary sources or student-conducted observation. The collection cover is an original editorial graphic, not a reproduction of the artist’s work.

Starting sources

Research museum collections

https://americanart.si.edu/art/highlights/african-american

Search for the artist and original works

https://en.wikipedia.org/w/index.php?search=Hank%20Willis%20Thomas&title=Special%3ASearch&ns0=1

Smithsonian K–12 African American art resources

https://americanart.si.edu/education/k-12/resources/african-american

Looking questions

What do you literally observe? Which design decisions are evident? What is uncertain or missing from this source? What does a second source change?

Source critique

For an artist study, identify the artist, date and medium of each original work before discussing influence. For arts integration, record the data or primary text behind the artwork and test its accuracy.

Copyright, authorship and consent

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Connection back to the studio

Return to How does a visual slogan persuade us? Use source evidence to justify a new artistic response: Two-part poster challenging a misleading message.