

ARTH 2071 Japanese Art History
Excellent Contextual Analysis
Spring 2016

Analyzing the official poster for *Star Wars: The Force Awakens*

Politics:

1. Politics dictate subject matter: Star Wars is a political battle. Images of weapons, armor and leaders are on the poster. Kylo Ren (figure in the upper left corner) is the villain and is hanging over Rey and Finn (the female and male large figure) to show dominance over the new protagonists. Megan Esterkamp
2. Government policies affect artists and their freedom to create: The Hays Code regulated what could be acceptable in film for public viewing in the mid-20th century. Tyler Stoeckel

Religion

1. Art part of religious observances: In America today I believe that the visual observance of religion is transitioning from straightforward analysis to metaphors of a similar subject. In the Star Wars 7 poster there are clear examples of good versus evil through color (red being evil and blue being good). Also in America today I believe there is a big play on fictional religion. Jace Mullins
2. Fictional religion: a teacher made a duct tape Star Wars Pieta with Chewie as Mary and Han Solo as Jesus. Tina Vuotto
3. Religious architecture: I don't see any structures in this poster but the multiplex where the films are playing on several screens, is cathedral-like. Sheila Stears
4. Religious leaders influence subject matter: The way everything is composed had to have been approved by the person publishing and selling the work. The publisher had to approve who was going to be included in the work and how they were going to look. Rachel Jenkins Note: in this case the movie studio commissioned and published the poster.

Economics

1. Does the patron affect the style: the patron dictates the style by demanding that it be interesting and enticing. If the poster was boring, not many people would be willing to spend money to see the film. An example of the consumer demanding a style would be a preconceived notion of what Star Wars is meant to be. Star Wars existed before the making of the new film and there was a certain expectation for the franchise. Corrine Maurits
2. Level of technology: there is plenty of software to make art with, accompanied by plenty of tutorials found on YouTube and elsewhere. Anyone can use this sort of technology, though artists with bigger budgets and higher skill sets may specialize in a certain technology or even invent something. Rachel McNeal

Social Organization

1. Status of the artist: respected, though often not the best economically off artists are generally appreciated especially when creating art having to do with a widely

popular subject. Elisabeth Jacobson Note: In the 1970's Sturzan received only \$150 – 250 for his album covers, even as they won awards!

2. Information about art and artists: people get their information through newspapers, magazines, billboards, commercials and interviews on TV. Elisabeth Jacobson.
3. Information about art and artists: a huge social media platform for artists is Instagram. Artwork is placed and people can follow their work in present or past time. Pieces can be commissioned a lot easier through email once they see their work. Catherine Than-Win

Artistic Influences:

1. Where is art displayed: in movie theaters, people attending movies/on wall in building/before and during release of the movie/to create hype for the movie. Movie blogs: blog searches, followers/on phone, iPad or computer/during free time or research time/because people are interested and want to know more. Elise Renfrow
2. New ideas: are normally brought into an old movie like this in order to appeal to the new age as well as keeping hold of old features that could act as an identifier for the older viewers. Cerano Hill
3. Does the artist work collaboratively: the artist collaborated with typographers, printers and distributors. He worked as a master and developed his own style when making movie posters. Wilhelmina Roe
4. Does the artist work collaboratively: The graphic designers most likely worked collaboratively under a master that had to follow strict instructions and rules that produce the desired aesthetic of someone higher up who dictated what he wanted (George Lucas). As a movie as iconic and high costing as this, the graphic designer cannot stray from instructions because the poster was probably designed to maximize viewer interest. Also with such a huge cult following, mistakes in the smallest details would probably be noticed. Moira McGuire

International Influences:

1. Meet artists from other cultures: meet through social media or the Internet. Technology bridges any physical distance between artists or cultures and provides ways to see and comment on other artworks. Hope Rice
2. Non-American influences: This film is big in Europe. The storm trooper army is intentionally similar to Nazism in WWII. Jasmine Metcalf
3. Non-American influence: I think Asian cultures have influenced this poster through its bright graphics on top of the black background. I also see Asian influence in a lot of the Star Wars costumes (the long robes with hoods, also makes me think of monastic fashions). Hope Rice
4. Non- American influences: Because this artwork is based on themes and places around the universe, I believe the artist involved in making the poster were influenced by the imaginary, other-worldly planets of the galaxy we've all seen in Star Wars. Greta Thomas