

Creative Activity

ART AND ADVERTISING



Dole Pineapple Juice advertisement featuring Georgia O'Keeffe's *Pineapple Bud*, 1940. Collection of DeSoto Brown. Courtesy Honolulu Museum of Art.

Georgia O'Keeffe was invited to Hawai'i in 1939 to create advertising art for the Hawaiian Pineapple Company (now the Dole Company). Working with artists to produce ads and sell products was becoming popular at that time. Today, artists work to produce ads for television, the Web, and print media.

TRY YOUR HAND AT DESIGNING AN AD

Select a place you think people should visit and create an illustration to encourage them to make the journey. Include words or phrases that convey your message. Combine the image and words to create your magazine ad.

OR Think of a product that you like to use. It could be a toy, a tool, food, sports equipment, a book, or clothes, for example. How would you advertise this product through words and images?

