



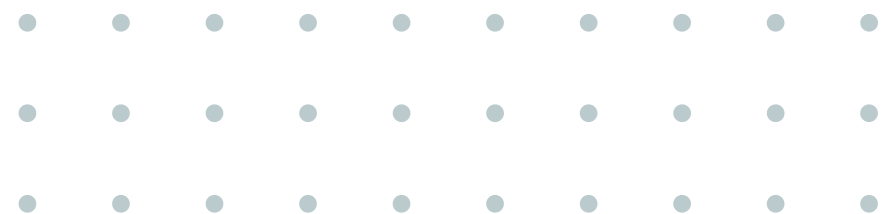
# WILD POSTINGS

*Valentina Vidali*  
*GRDS 348 NO2*  
*Prof. Hughes*



# OSCAR HOWE

Oscar Howe was born on May 13, 1915, on the Crow Creek Reservation in South Dakota. Growing up in a Yanktonai Dakota community, he experienced the challenges and cultural richness of Native American life. Howe's childhood was shaped by his exposure to traditional Dakota ceremonies and art, laying the foundation for his later artistic endeavors. Despite facing discrimination and adversity, he developed a deep connection to his heritage and pursued his passion for art, eventually becoming a prominent figure in the Native American art movement.



<https://youtu.be/Mx4rgUhpjZ8>

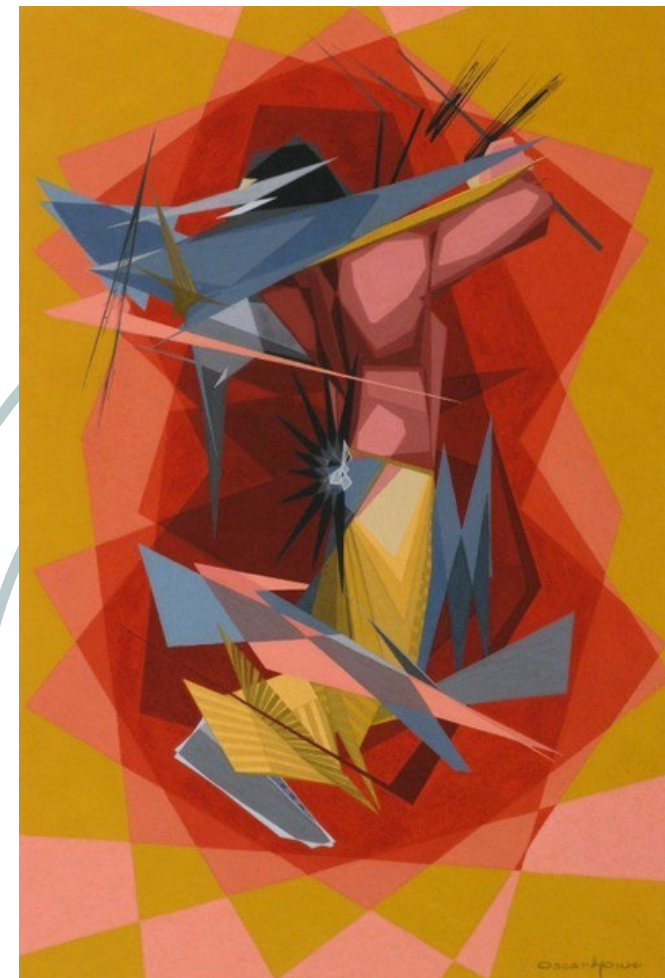
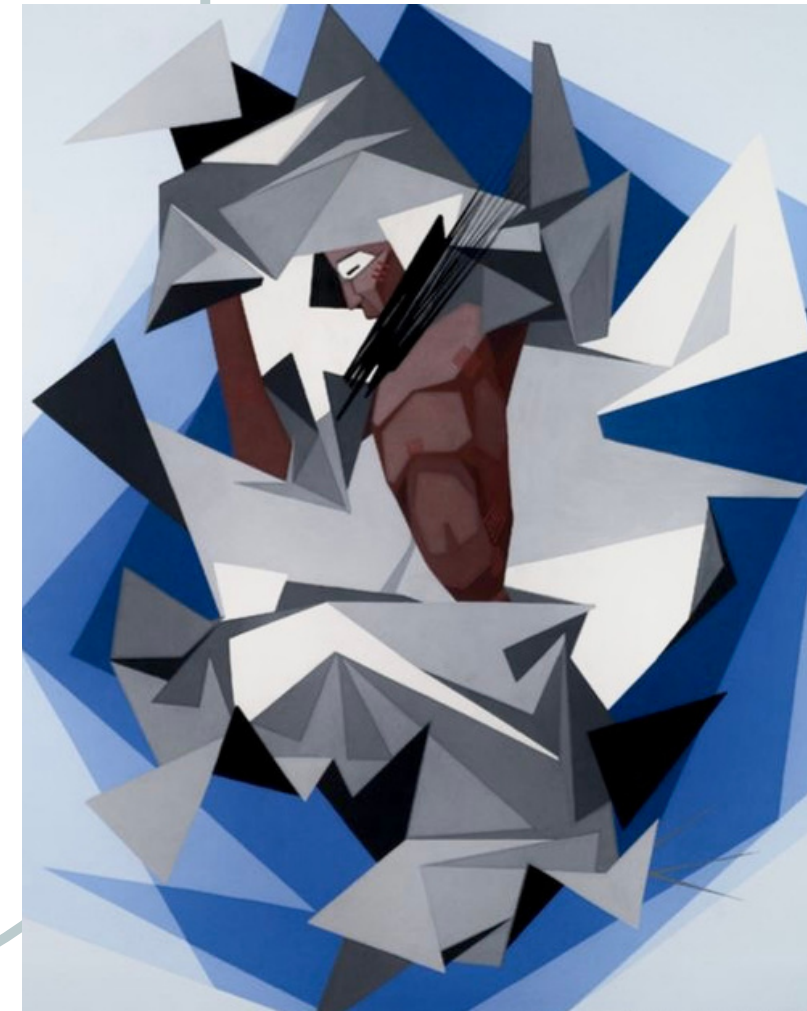
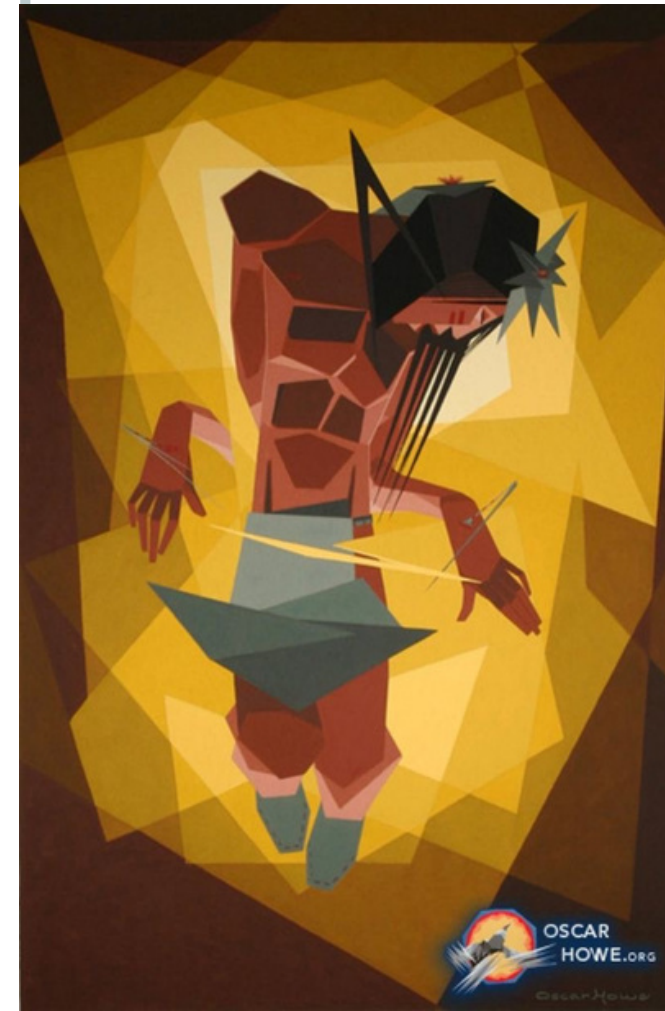


# RESEARCH

Oscar Howe (1915–1983) was a Yanktonai Dakota artist. Known for his modernist style, he blended traditional Native American themes with contemporary artistic expressions. Howe's work often addressed social and cultural issues, contributing significantly to the Native American art movement.

## WORDS

Bold, Expressive, Vibrant, Cultural, Dynamic,  
Symbolic, Spiritual, Powerful, Narrative,  
Abstract





## MAIN EXHIBIT

**Dakota Modern: The Art of Oscar Howe**  
**March 11–September 11, 2022**  
**New York, NY**

<https://americanindian.si.edu/explore/exhibitions/item?id=985>

## OTHER EXHIBITS

- **South Dakota Art Museum, South Dakota State University, Brookings, South Dakota, June 10, 2023–September 17, 2023**
- **Portland Art Museum, Portland, Oregon, October 29, 2022–May 14, 2023**

## FACTS

- Howe was a dedicated educator, teaching at the University of South Dakota. His influence extended through generations of artists he mentored, inspiring a new wave of Native American creatives.
- His work has been featured in major exhibitions and institutions, bringing Native American art to a wider audience and fostering appreciation for its unique contributions.



# CONCEPTS AND SKETCHES

## 1. Color Explosion:

- Use vibrant colors reflecting those in Howe's art to catch attention.
- Scatter paint splatters or abstract shapes throughout the poster.

## 2. Blend of Cultures:

- Incorporate elements from Native American culture, blending them seamlessly with modern symbols to represent Howe's fusion of traditions.

## 3. Dynamic Brushstrokes:

- Use dynamic, bold brushstrokes to mimic Howe's expressive style.
- Arrange them in a way that guides the viewer's eye through the poster.

## 4. Collage of Symbols:

- Create a collage using symbols present in Howe's art.
- Arrange them in a way that forms a cohesive visual narrative.

## 7. Shadow Play:

- Use shadows or layering techniques to create depth and mystery, reflecting the layers in Howe's artwork.

## Serif Fonts

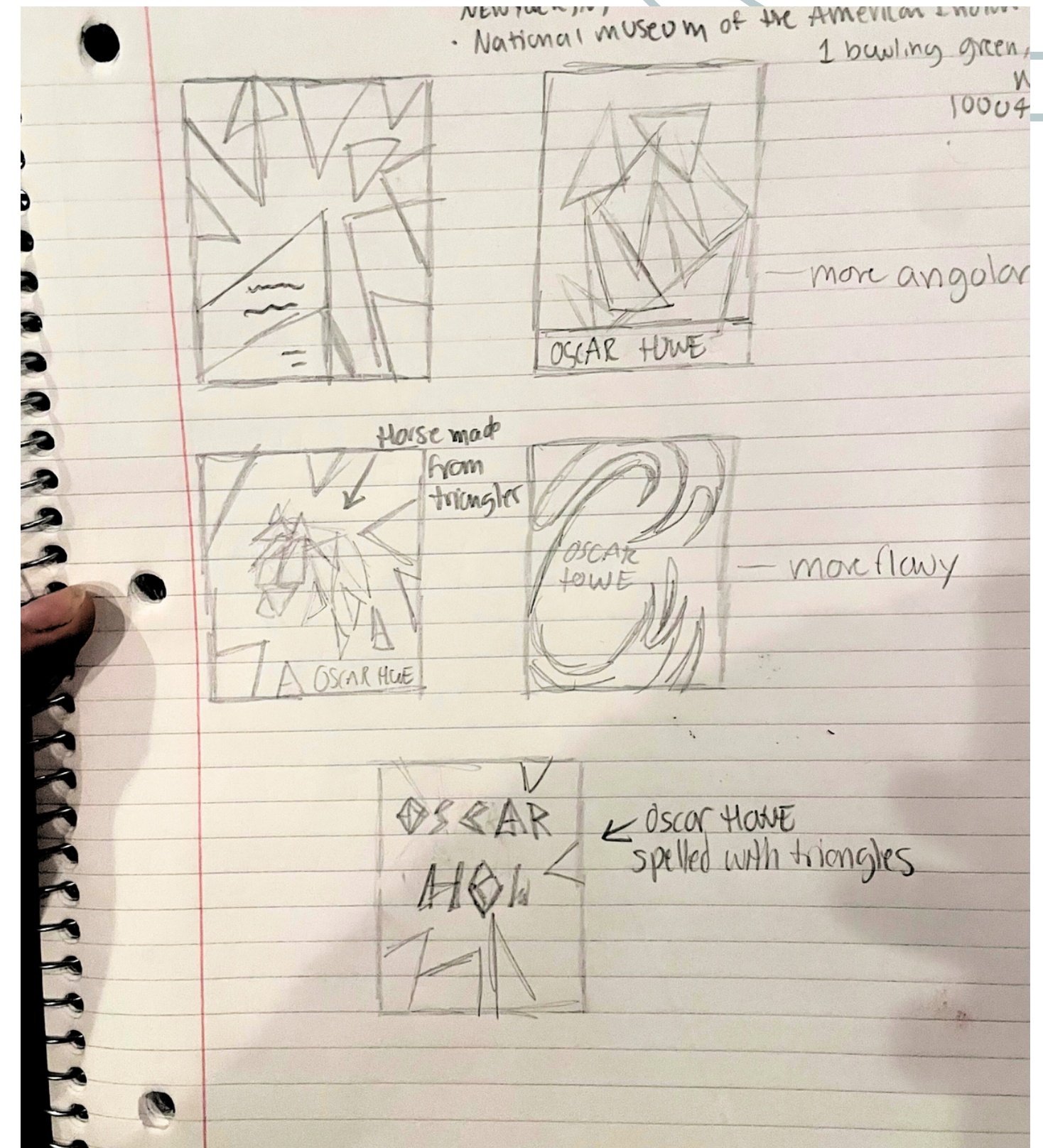
- Garamond
- Didot

## Sans-Serif Fonts

- Futura
- Helvetica

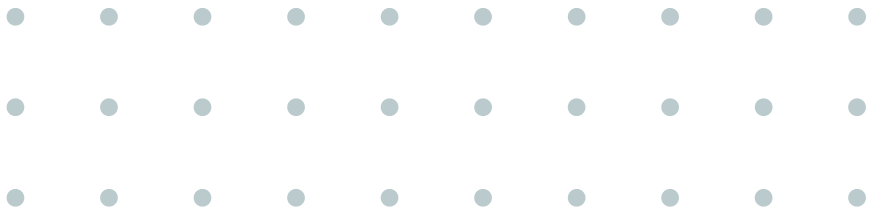
## Display Fonts

- Bodoni Poster
- Playfair Display





# DRAFTS



# FINALS

OSCAR  
HOWE

Dakota Modern

National Museum of  
the American Indian

1 Bowling Green  
New York, NY

MAR 11  
SEPT 11

MAR 11  
SEPT 11

1 Bowling Green  
New York, NY

National Museum of  
the American Indian

Dakota Modern

OSCAR  
HOWE

MAR 11  
SEPT 11

1 Bowling Green  
New York, NY

National Museum of  
the American Indian

Dakota Modern

OSCAR  
HOWE

OSCAR  
HOWE

Dakota Modern

National Museum of  
the American Indian

1 Bowling Green  
New York, NY

MAR 11  
SEPT 11





FINALS

OSCAR  
HOWE

Dakota Modern

National Museum of  
the American Indian

1 Bowling Green  
New York, NY

MAR 11  
SEPT 11

OSCAR  
HOWE

Dakota Modern

National Museum of  
the American Indian

1 Bowling Green  
New York, NY

MAR 11  
SEPT 11

MAR 11  
SEPT 11

1 Bowling Green  
New York, NY

National Museum of  
the American Indian

Dakota Modern

OSCAR  
HOWE

MAR 11  
SEPT 11

1 Bowling Green  
New York, NY

National Museum of  
the American Indian

Dakota Modern

OSCAR  
HOWE

OSCAR  
HOWE

Dakota Modern

National Museum of  
the American Indian

1 Bowling Green  
New York, NY

MAR 11  
SEPT 11

MAR 11  
SEPT 11

1 Bowling Green  
New York, NY

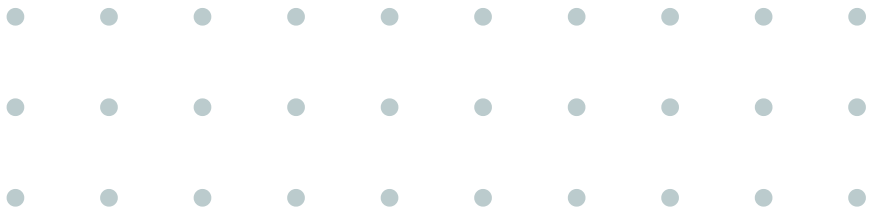
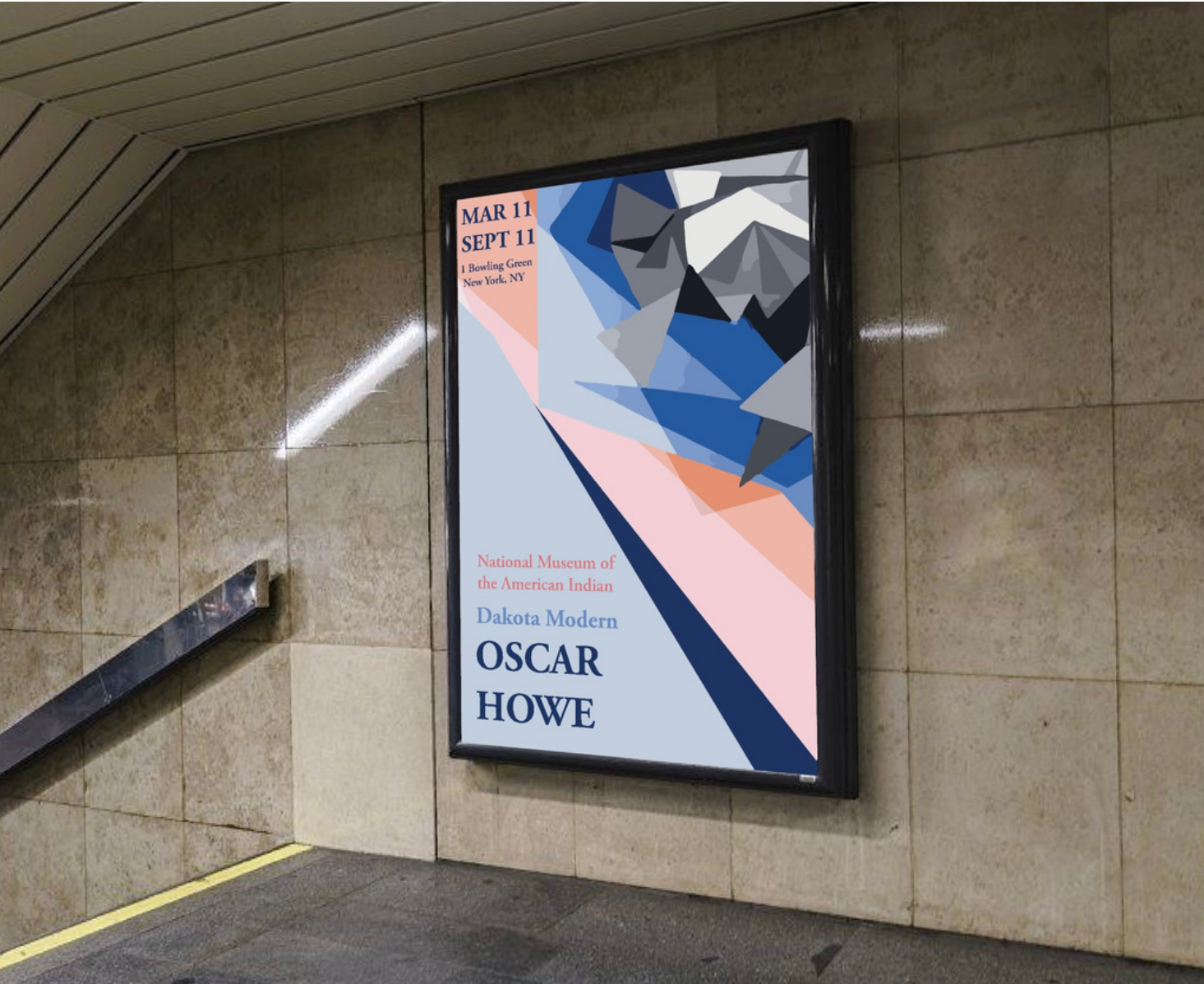
National Museum of  
the American Indian

Dakota Modern

OSCAR  
HOWE



# IN THE WILD (MOCK UPS )





# CLIENT DOCUMENT – NATIONAL MUSEUM OF THE AMERICAN INDIAN PROJECT

## INTRO:

This client document outlines the development of a poster series for the National Museum of the American Indian in New York City, promoting its upcoming exhibit on Oscar Howe's work, titled "Dakota Modern: The Art of Oscar Howe," running from March 11 to September 11, 2022.

## OVERVIEW:

The museum sought a visually compelling series of four posters to serve as a call to action for the exhibit. These posters can be displayed either individually or together, showcasing Oscar Howe's artistic legacy.

## DESIGN CONCEPT:

Inspiration for the project was drawn from Howe's abstract works featuring geometric shapes and depictions of Native Americans. To maintain Howe's essence, a segment from one of his paintings was utilized and expanded upon. The design is crafted in a way that the full image emerges when all four posters are assembled, while each individual piece remains visually appealing and intriguing.

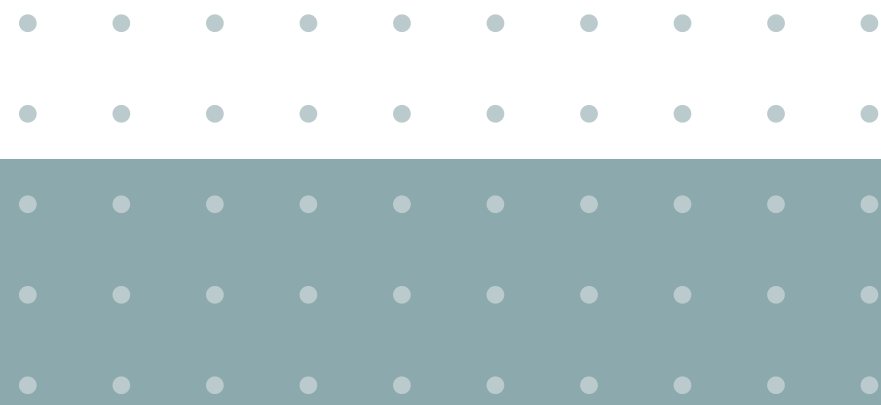
## IMPLEMENTATION:

The posters, strategically designed for display individually or collectively, will be showcased throughout New York City and its surrounding areas. This approach aims to maximize visibility and engagement with the exhibit.

## CONCLUSION:

This project not only captures the spirit of Oscar Howe's art but also serves as an enticing visual representation to draw audiences to the National Museum of the American Indian's exhibit. The strategic placement of these posters will ensure widespread exposure, inviting art enthusiasts to experience the richness of Dakota Modern. This project was developed for the National of American Indian, in New York city.





THANK YOU







# SOURCES

<https://americanindian.si.edu/explore/exhibitions/item?id=985>

<https://plainsart.org/exhibitions/oscar-howe/>

<https://www.sdstate.edu/south-dakota-art-museum/oscar-howe-biography>

