Abstract

This dissertation examines how the visual identity of political posters helps us understand political organizations in Pakistan. Research has been narrowed down to three prominent political parties in Karachi: the Pakistan Peoples Party (PPP), Muttahida Qaumi Movement (MQM) and Pakistan Tehreek-e-Insaf (PTI).

By examining the visual identity of political posters, this dissertation will explore the process through which posters are made, discuss the design, and evaluate the changing trends in the visual identity of the posters. Political posters have always acted as a means of communication and propaganda for political organizations and they have become quite an integral part of Karachi’s environment over the years. My discussion in this dissertation will be based on how imagery, slogans, symbols, colours and iconography are used to portray the ideology of the parties and how the iconography furthers our understanding of political organizations.

Research has been conducted through books, magazines, newspaper articles, online articles and interviews of people affiliated with the political parties. From those interviewed, opinions differed as to whether design standards and visual identity held any importance when it came to the making of political posters. Studying this topic will allow for an insight into the wider intentions of political organizations, with specific reference to what is indicated by visual identity.