

# Cover Design for the Saturday Evening Post

*The Saturday Evening Post* was a weekly magazine published in the United States from 1821 to 1969. Artist Norman Rockwell did covers and illustrations for the magazine from 1916 through 1963. The magazine sold over 2,000,000 copies a week.

## **Introduction**

Show examples of Post covers by Norman Rockwell if possible. Ask students to describe what they see. Remember, Rockwell felt that the idea of a cover must be readily evident — the viewer should be able to understand the situation in about thirty seconds for the cover to have the desired impact. Discuss how a magazine cover often relates to social issues and interrelationships of the time. (If possible, show some covers of current magazines).

## **Development**

### ***General:***

Brainstorm cover ideas with the group – Rockwell drew scenes in America

\*What is going on in America today? In New York, California, Florida, Texas, O'Fallon, IL

Pass out copies of enclosed *POST* cover blank – in the file

Allow plenty of time for the drawing to develop.

Draw! Use full color.