

# 1920s Magazine Cover and Showcase Project

The 1920s was an exciting time for many in America and many thrilling changes in the American culture occurred. The purpose of this project is for you to get a “flavor” for the times. Your job is to create a magazine cover which will illustrate an aspect of the culture, politics, arts, music, lifestyles, etc... from the 1920s. The final product should be reflective of the time period and mimic a magazine's content and style, making a 1920s edition that is reflective of the magazine's format. Examples will be provided for you to look at and study as you complete the project.

## ▪ **The Process:**

- 1) Examine the sample magazine covers from the 1920s as provided by your teachers. Note the things contained on a magazine cover: title of the magazine, pictures, ads, price, date, etc...
- 2) Select a relevant theme from the 1920s. Take a look at your introductory notes and think about the themes and notes that you saw when you watched “The Century: Boom to Bust, 1920-1929”. There are suggestions on the back of this paper.
- 3) Once you have decided on the theme you would like to research, develop a 1920s magazine cover which illustrates that theme. The cover can be hand-made or generated on the computer. Markers, colored pencils, posterboard, etc... will be provided for your use. You will have two days in class plus three evenings to finish the project.
- 4) On **(Date TBA)**, the class will have a “showcase day”. On this date, you will share your magazine cover with the class in small groups. **Make sure you can explain all of the elements on your magazine cover!** On the back, please **attach a one-page response to the following question: Some historians have labeled the 1920s as “roaring”. Do you think this is an appropriate term?** Explain how the theme you chose and all of the parts of your magazine cover “fit” together and contributed to the “roaring 20s”.

1920s Magazine Cover Project		
<b>• Use of Class Time:</b> -- use of class time was meaningful and productive -- not a distraction to others; remained focused on task -- asked questions, sought help when needed	<b>5</b>	
<b>• Magazine Cover:</b> -- includes <u>AT LEAST ONE OF EACH</u> the following items: title, date, advertisement, picture (you can certainly have more!) -- appropriate use of pictures, ads, fonts, colors, etc... -- cover centers around one overall theme of the 1920s -- neat, readable, appealing to the eye	<b>25</b>	
<b>• One-page summary:</b> -- typed or handwritten; attached to back of cover -- answers question as stated in directions -- well-written and includes details -- free from grammatical errors and typos, etc...	<b>20</b>	
<b>Total:</b>	<b>50</b>	

# 1920s Project -- Ideas and Sources

## Major Events, Trends and Ideas from the 1920s:

-- **Consumer and Popular Culture:** Americans begin the trend of spending for what you want in addition to what you need. Rise of advertising, mass media (including radio and consolidation of newspapers) and cheaply produced goods create a change in spending – Automobile especially important – becomes backbone of American economy through the 1970s

Founding of Time and Reader's Digest magazines and popularization of others like the Saturday Evening Post.

- **Prohibition** goes into effect in 1920 – causes widespread crime and a whole culture of speakeasies, bathtub gin, and **Gangsters**. Al Capone and Bugsy Moran make their mark.

- **Women's role in society is rapidly changing:** A second large feminist movement – Women took the right to vote in 1919 and styles/practices of women both in leisure and work start changing – **Fashion** ("Flappers"), Consumption (of cigarettes and alcohol) and Work (in new industries or professions) changed face of relations between the sexes.

Birth Control first widely advocated by Margaret Sanger. "Joe College" a popular image drawn by William Held.

- **Harlem Renaissance:** A new arts movement flourishes in New York. Its influence spreads to and comes from the South, Chicago, Kansas City. Artists like Langston Hughes, Zora Neale Hurston, Marcus Garvey, Claude McKay, Dorothy West, Jean Toomer, Paul Robeson and Cab Calloway were among the stars.

- **Jazz – America's Classical Music:** American music started to come into its own, with a character that was distinct from European or African influence. Major players included Duke Ellington, Louis Armstrong, Kid Ory, and Bessie Smith.

- **Politics – Return to "Normalcy":** A labor movement was strong through the early 1920's and tied to Socialist elements. Later a "Red Scare" coupled with nativism caused the ousting of Socialist leaders and immigrants. President Harding and his V.P. (who later became President) asked for a return to "normalcy". Still, they were involved in a scandal (Teapot Dome) that proved to help Coolidge in his election bid.

- **Sports:** Baseball, Tennis, Golf, Football, and Boxing each gained new popularity. Stars included Babe Ruth (baseball), Jack Dempsey (boxing), Red Grange (football). Helen Wills (tennis), and Bobby Jones (golf). The 1927 Yankees are considered by many as the greatest American sports team ever.

- **Movies:** Charlie Chaplin, Mary Pickford, Rudolph Valentino and Clara Bow were stars of this popular art form.

- **Literature:** F. Scott Fitzgerald (The Great Gatsby), Ernest Hemingway (The Sun Also Rises and A Farewell to Arms), T.S. Eliot (The Wasteland), Edna St Vincent Millay (poetry) and Sinclair Lewis (Main Street) were notable authors of the time.

- **Nativism:** The Ku Klux Klan reached its highest membership during the 20's. Several Congressmen and government administrators were members, and the organization found large numbers of new recruits. New immigration laws were passed to keep out Southern and Eastern Europeans and select Asian groups.