

Design in Politics

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Triumph of the Will is a Nazi propaganda film about and ordered by Hitler. The movie is full of images that would help the audience to have a semiotic analysis of the Nazi Germany. One of the recurring images in this film is the scene of Hitler's 1934 speech to the German Army. To show the grandeur and greatness of German Army, the scenes are filmed from a long distance where the long lines of the soldiers are seen like textured surfaces. However, the dominant image in the film is the long Nazi flags that unlike other flags whose smallest sides are tied to the flagstaff, are hung from top to bottom to be constantly fluttering whether it is windy or not. The numerous large flags that are almost 20 times as much as the soldiers' height, play a vital role in depicting the power of Hitler and Nazism. However, this is not the only sign Hitler had in mind. His mustache is another "symbol" he cared about. Even now, whenever someone tries to accuse somebody of being Fascist, they use a Hitlerian mustache to describe them. Also, the arms opened upward is another symbol to be noted. Hitler and other Nazi senior officers lean their hands backward as a sign of military salute. All these signs and symbols work together to concretize Hitler's ideals, so that an abstract politic idea becomes concrete. Generally, whenever an idea or ideal is associated with some signs and symbols, it becomes concrete. If these signs and symbols are powerful enough, the ideas and ideals become more powerful as well.

In fact, Hitler created his own exclusive symbols to create an identity for himself, an identity he could use later to provide Nazism a visual identity that would be recalled by next generations each time as a unified image. These symbols are too important and powerful that showing them in some countries is still forbidden. For instance, using Nazi symbols in a country like Poland, would have a penalty of two-year imprisonment.

In recent years, it has been common that many brands publish books entitled “visual identity” to control and protect their brand’s image and finally create a unique identity for their brands. A few decades ago, Hitler published a book named “Organizational book of the NSDAP” where he predicted every single visual details about Nazism from the writing standards to the graphics and the procedure too use Nazi symbols. Discovered in recent years, the book provides the reader with details including the military uniforms’ accessories and, the SS signs on the drums and even the size of the flags. It also has some chapters that divides Germany Government and Nazi visual identity in different groups. Although it is known that Hitler was a painter, it could be argued that he acted as a designer in politics. He designed those signs either by himself or with the help of Emily Bornov. Anyways, the thing is we are talking about a very intelligent politician who unfortunately enough, have to be admired.



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