

AVI4M/Visual Arts/ Simpson Unit 2. THE ARTIST AS SOCIAL AND CULTURAL CONTRIBUTOR

Students will create artwork that depicts social, political and/or cultural issues.



Art reflects the societies in which it was created and can affect both social and personal values. *Art investigates and draws attention to themes and issues, criticizes political policy and social norms, satirizes public figures, memorializes people and commemorates events, preserves aspects of a people's culture; art can symbolize political, religious, social, or economic powers; art can help change personal and public positions on social and political ideas.*

TITLE: Cultural Response

Explore and develop original ideas for the creation of an artwork that responds to contemporary society. Comment and/or communicate a point of view on a particular issue.

The sketchbook project is your starting point. What symbolic visuals might you use? How do symbols help you comment on a subject?

Post-Modern Elements

- **Juxtaposition** involves placing two elements within an artwork for **the purpose of comparing or contrasting them (creating new meaning)**. See also **recontextualization**: placing an item in a different context changes it's meaning.
- **Layering**: As images become cheap and plentiful, they are no longer treated as precious, they are often **literally piled on top of each other**. Layered imagery **evoking the complexity of the unconscious mind** is a familiar strategy in Surrealist art and of early experimental photography. In works by artist **Sigmar Polke** the strategy evokes the **layered complexity of contemporary cultural life** (Fox, 1987; Grosenick, 2001). Multiple layers of varying transparency will increasingly is a common feature of most digital imaging programs such as Photoshop (Freeman, 2001).
- **Appropriation** often refers to the use of borrowed elements in the creation of new work. The borrowed elements may include images, forms or styles from art history or from popular culture, or materials and techniques from non-art contexts.

Your project will be **mixed media** (dry and wet) created on a **16 X 20 Wood Painting Panel**; therefore, a lot of thought must be placed into this project and this specific material prior to creating your artwork. You may incorporate a found object element if you wish.

You may appropriate other artists' works as long as your own personal style is intertwined.

Example Artist Reference: Sigmar Polke – (13 February 1941 – 10 June 2010)

German painter and photographer. In the last 20 years of his life, he produced paintings focused on historical events and perceptions of them.



UNTITLED, 1999

Sigmar Polke

Supermarkets (Wir Kleinbürger),
1976, Gouache, Goldbronze,
Lack- und Acrylfarben, Filzstift,

PART 1 - PROPOSAL

Submit **two** separate ideas that are clearly written explanations (paragraph) of what you plan to explore. Be specific. Teacher must approve your topic. Include example/ reference sources you might refer to, images that are influences, examples of concept / technique / artwork (on-line and your own work).

PART 2 - SKETCHBOOK: PROCESS

Your **PROCESS** must be evident in your sketchbook, and is all about the process of making of your artwork. When considering your final design, you must give it a look that relates directly to your theme in terms of expressing of the Elements and Principles of Design that *describes* your work.

CONTENT:

- Describe your theme?
- What are you doing in relation to this theme?
- Inspiration: Why did you make this?
- What mediums will you use?

Artist Research

- What references assisted you with your process?

Experiments

- Imagery/ Material Tests
- Compositions

Process

- Thumbnails/ Sketches
- Written (annotated) and experimental sketchbook

Reflection / Challenges

- Trials, problem solving and solutions



PART 3 - MID-POINT CONFERENCE

You must show evidence of work-to-date and your project development. Refer to timeline and plan needed steps to complete your project. This evidence will be in the form of a teacher-student conference. You must provide evidence of your process for marks.

CA	DATE
Initial Proposal	October 14th
Revised Proposal	October 20th
Mid-Point Conference	October 30th
Final Submissions:	DATE
FINAL ARTWORK	November 3rd
Sketchbook	October 30th

