

# Culture Vulture

**an authentic, real-world approach to Stage 4 Visual Arts**

# **B I G I D E A S**

**Marist College Kogarah  
Year 8 - ALL BOYS**

**Different to typical Stage 4  
Visual Arts units**

**Lino Printing  
& Commercial Art**

**Real World  
Engaging  
Relevant**

**Contemporary  
Artists**

**Highlight career  
opportunities in  
the Visual Arts**

# BIG IDEAS - AUTHENTIC LEARNING



Connections to students own lives and experiences

Engage critically as individual and in collaboration

Passions and interests

High expectations

Apply knowledge and skills creatively

Rigorous and challenging work

Share learning with others



# BIG IDEAS- TO REFLECT THE NEW BUILDING



# BIG IDEAS - SUBJECT SELECTION

## Stage 4 Year 8, Mandatory Course in Visual Arts, 2016

At MCK, subject selection for Yr 9 occurs June, end Term 2

Duration	Content	Forms	Frames	Conceptual Framework	Outcomes	Formal Assessment	Notification Date	Teacher In Charge
Term 1 2015	Bringing Objects to Life <ul style="list-style-type: none"> <li>Vanitas (Audrey Flack)</li> <li>Cezanne</li> <li>Ricky Swallow</li> </ul>	2D drawing in different materials, watercolour painting	Subjective	Artist	4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10	Task 1: Term 1 Week 6 Artmaking: 20% (Still life drawing)	Term 1 Week 2	WAKK
			Structural	Artwork				
			Cultural	World				
			Post Modern	Audience				
Term 2 2015	Culture Pop! <ul style="list-style-type: none"> <li>Brian Robinson</li> <li>Mulga</li> </ul>	Lino printing, drawing	Subjective	Artist	4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10	Task 2: Term 2 Week 5 Artmaking: 20% (lino print on bag) Art Criticism/History: 10% (Instagram artist profile) Total=30%	Term 1 Week 10	BALG/LLOR
			Structural	Artwork				
			Cultural	World				
			Post Modern	Audience				
Term 3 2015	Face Goo <ul style="list-style-type: none"> <li>Caricature/ Portraiture</li> </ul>	2D drawing and 3D ceramic sculpture	Subjective	Artist	4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10	Task 3: Term 3 Week 7 Artmaking: 20% (Ceramic caricature bust)	Term 3 Week 2	WAKK
			Structural	Artwork				
			Cultural	World				
			Post Modern	Audience				
Term 4 2015	No Place Like Home <ul style="list-style-type: none"> <li>Howard Arkley</li> <li>Grace Cossington Smith</li> <li>Jeffery Smart</li> </ul>	Painting, acrylic, watercolour, 2D drawing	Subjective	Artist	4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10	Task 4: Term 4 Week 5 Artmaking: 10% (landscape painting) Art Criticism/History: 20% (radio interview) Total=30%	Term 4 Week 1	NELL
			Structural	Artwork				
			Cultural	World				
			Post Modern	Audience				

# BIG IDEAS - PRACTICE - DOMAINS - VISUAL CULTURE

“in the present intensely visual age, **everyday life is visual culture**”

Mirzoeff(1998)

“Visual culture is the analysis of the process of looking. It is the way that looking practices are engaged in the **symbolic and communicative activities**. Visual culture is the impact of **culturally active agents** on us, that cause us to look, feel and act a certain way.”

<http://culturevisuelle.org/introtovc/archives/23>





**PRINTMAKING**

**CONTEMPORARY  
ART**

**COMMERCIAL ART  
PRACTICES**

**POPULAR CULTURE  
/ VISUAL CULTURE**

# UBD (UNDERSTANDING BY DESIGN) aka BACKWARD DESIGN

**Big Idea/Understanding(s):**  
Some contemporary art blurs the line between fine art and commercial art practices.

Stage 1 – Desired Results		UbD Template - with question prompts	
<b>Established Goal(s):</b> <ul style="list-style-type: none"><li>• What relevant goals (e.g., Content Standards, Course or Program Objectives, Learning Outcomes etc.) will this design address?</li></ul>		<b>G</b>	
<b>Understanding(s):</b> <i>Students will understand that...</i> <ul style="list-style-type: none"><li>• What are the “big ideas”?</li><li>• What specific understandings about them are desired?</li><li>• What misunderstandings are predictable?</li></ul>	<b>U</b>	<b>Essential Question(s)</b> <ul style="list-style-type: none"><li>• What provocative questions will foster inquiry, understanding, and transfer of learning?</li></ul>	<b>Q</b>
<b>Students will know...</b> <ul style="list-style-type: none"><li>• What key knowledge and skills will students acquire as a result of this unit?</li><li>• What should they eventually be able to do as a result of such knowledge and skill?</li></ul>	<b>K</b>	<b>Students will be able to...</b>	<b>S</b>

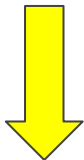
## Essential Questions:

1. What is pop culture and how does it influence us?
2. How has pop culture influenced the artworld?
3. What is commercial art and how have artists combined fine art and commercial art practices ?
4. How can I combine fine art, commercial art and pop culture in my artmaking practice?



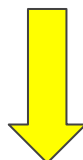
# SYLLABUS LINKS

## CULTURAL FRAME



**Influences of popular  
culture to artworld**

## WORLD



**Real world of today- the  
world we live in impacts  
subject matter**

## AUDIENCE



**Commercial art, social  
media, internet, general  
public**

# Google Drive & Classroom

The image shows a Google Classroom interface for a class named "8 ART A YR 8" created by Gemma Baldwin. The header features a colorful illustration of three zebras wearing sunglasses and headphones, with musical notes floating around them. The teacher's name "Gemma Baldwin" and email "gemma.baldwin@syd.catholic.edu.au" are visible in the top right. Below the header is a navigation bar with "STREAM", "STUDENTS", and "ABOUT" tabs. The main content area shows a post from Gemma Baldwin dated 31 Mar, titled "Task 2 Assessment Explanation Video". The post text reads: "I have made this Screencastify video tutorial for the assessment task. If you are having difficulty with the task, watch this 10 minute video! It will explain the assessment and show you how to actually complete the task, including finding images, cropping images and insert text." Below the text is a video player showing a thumbnail for "Yr 8 Task 2 Visual Arts Explanation" with a duration of 10 minutes. On the left side, there is a sidebar with a "No work due in soon" notification and a "VIEW ALL" button. Below that is a "STREAM" section with a "Show deleted items" toggle switch. A floating action button with a plus sign is located in the bottom right corner.

8 ART A YR 8

Gemma Baldwin

gemma.baldwin@syd.catholic.edu.au

Select theme  
Upload photo

STREAM STUDENTS ABOUT

No work due in soon

VIEW ALL

STREAM

Show deleted items

Gemma Baldwin  
31 Mar

Task 2 Assessment Explanation Video

I have made this Screencastify video tutorial for the assessment task. If you are having difficulty with the task, watch this 10 minute video! It will explain the assessment and show you how to actually complete the task, including finding images, cropping images and insert text.

Yr 8 Task 2 Visual Arts Explanation  
YouTube video 10 minutes

# What is POPULAR CULTURE?

...and what has it got to do with ART?

Essential Questions:  
1. What is pop culture and how does it influence us?

## ACTIVITY

You will be given one of the following images:

1. Roy Lichtenstein Artist's Studio No. 1 (Look Mickey)
2. Claes Oldenburg Shoestring Potatoes Spilling from a Bag
3. Andy Warhol untitled [Green Peas] from Campbell's Soup 1

For each artwork, in pairs:

- Discuss the subject matter. What are its possible connections to popular culture.
- What has the artist done to make it into "high" art?
- If you were a collector of high art, what would you think about a painting of a soup can?
- What do you think these artists are saying about traditional art?
- What do you think they are telling us about common, everyday (popular) objects?

You will be asked to present your findings to the class.



## What is YOUR pop culture menu?

Each one of us has our own pop culture menu. Look at your apps, your bookmarks, your songs playlist, TV shows, movies: what you're saying on your favorite social net. Smartphones today are the center of your pop culture.

**Your Turn**

In your VAPD, in the middle of the page write "Pop Culture & Me" and brainstorm at least 6 items from "your pop culture menu"



# KAHOOT QUIZ



Essential Questions:  
1. What is pop culture and how does it influence us?



Kahoot.it



# BRIAN ROBINSON

- ✓ Lino Printing
- ✓ Contemporary artist
- ✓ Torres Strait Islander
- ✓ Identifiable cultural references

Essential  
Question  
2. How has pop  
culture  
influenced the  
artworld?

What can you recognise?

Brian Robinson,  
*Warriors  
warriors +  
spirits*, 2015,  
linocut print,  
edition of 15, 60.5  
x 114 cm,  
Courtesy of  
Michael Reid  
Sydney.



Brian Robinson  
*Up in the Heavens*  
Linocut  
60 x 114 cm



# COLLABORATIVE PRACTICE

Give students a chance to succeed!

Working together

Refine skills

## COLLABORATIVE LINO PRINT PRACTICE

### Practical Activity

Complete a 'test lino' as a class.

1. Draw your one object/image of popular culture onto the small piece of lino
2. Carve out your design
3. Ink up your carved piece of lino and print onto the large piece of cardboard at the front of the room. Where and how you place your print on the cardboard, is up to you, at an angle, upside down overlapping another students.
4. As a class **evaluate** the collaborative artwork. **Discuss** methods and techniques used by each student. What makes some prints more successful than others?

### IDEAS

Images from your popular culture:

Food, shoes, bikes, skateboards, school life, cars, films, electronic devices, books, video games, religion, cultural heritage etc

### ACTIONS

Techniques to consider in your print:

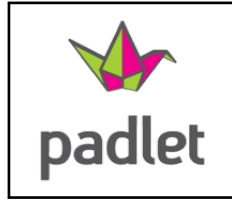
Reinforce ideas of thick/thin lines, pattern, repetition, overlapping, composition etc.

Engage critically

Share learning with others



# Technology as an authentic learning tool: Padlet



- Padlet allows students to collaboratively create an online bulletin board that can be used to display information for any topic. Students collected images to reflect their popular culture.



**Pursue own passions and interests**

**Share learning with others**

**Connections to students own lives and experiences**

# COMMERCIAL ART PRACTICES

**Types of Commercial Art**

Commercial art can include many genres of art and categories of art technique, including:



- Commercial character design
- Illustration
- Graphic design
- Industrial design
- Motion graphic design
- Photography
- Television commercials
- Music videos
- Animation
- Computer art
- Fashion designer
- Interior design

## Sound cool? Something to think about...

---  
You can focus more on commercial art practices - graphic design, urban design, wearable design etc... by choosing Visual Design for an elective.

Yr 9 Subject Selection - Visual Design 100hr

ALSO

Photography 100hr

Visual Arts 200hr



## Essential Question

3. What is commercial art and how have artists combined fine art and commercial art practices ?

- Strategic move
- Incorporate 'authentic learning', links to real world professions > students are soon selecting electives.
- Art and associated forms as viable future study/career paths
- Emphasises WORLD

# MULGA aka JOEL MOORE

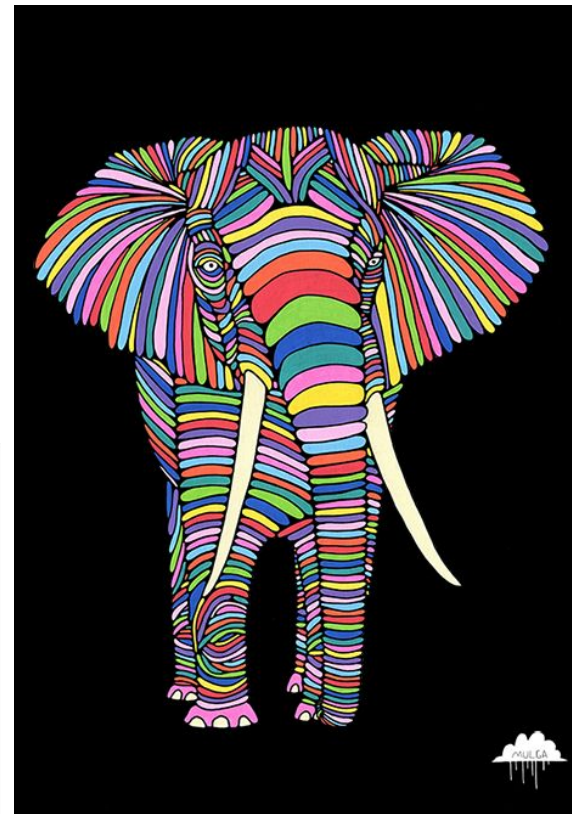
## Essential Question

3. What is commercial art and how have artists combined fine art and commercial art practices ?

- Local Sydney artist
- Studied economics, worked in financial industry for 10 years
- Left established career to pursue art full time
- Uses social media incl. Instagram prolifically to engage audiences
- Practice combines aesthetic similar to Brian Robinson, references to popular culture and commercial art



Small Business stories  
with Mulga The Artist





# MULGA aka JOEL MOORE



Home Shop Portfolio Videos About Contact Events

## Shop



Original Artworks



Art Prints



SUMMER SALE!!



Mens Clothing



Womens Tees and Tanks



Mens and Womens Jumpers





# ASSESSMENT

Artmaking  
Printmaking

Essential Question

4. How can I combine fine art, commercial art and pop culture in my artmaking practice?

## LINO PRINTING 101



What is Lino Printing?  
Equipment  
Safety  
Step-by step guide



DESIGN

LINO CARVING

PRINTING

COMMERCIAL  
ART

ARTMAKING

EXPLORE  
MATERIALS

# Artmaking - Lino Carving: Printmaking

## LINO PRINTING 101



What is Lino Printing?  
Equipment  
Safety  
Step-by step guide



# Artmaking - Lino Carving: Printmaking

Print on a  
calico bag OR  
t-shirt

Reflect  
practice of  
artists

Exercise  
choice as  
they pursue  
their own  
passions and  
interests

Task Details - Part A - Artmaking	
<ul style="list-style-type: none"><li>You are to create a design for a lino print, which will be printed as a commercial art product</li><li>It will be printed on either a calico bag (provided by the college) or t-shirt (of your own).</li><li>This will be done during class time and your design will reflect the practice of key focus artists: Brian Robinson, Mambo and Mulga.</li></ul>	
You will select a range of objects/aspects from your personal popular culture list to use in your lino print. These could include: <ul style="list-style-type: none"><li>shoes</li><li>food</li><li>cars/bikes/skateboards etc</li><li>films/ books</li><li>school stuff</li><li>video games</li><li>religion</li><li>cultural heritage (background)</li></ul>	Your design must incorporate all of the following characteristics: <ul style="list-style-type: none"><li>graphic imagery</li><li>line</li><li>pattern / Repetition</li><li>overlapping objects/layers</li><li>composition (think about cropping images)</li><li>no text (unless you understand that it will reverse when printed- see your teacher)</li></ul>

Apply  
printmaking  
methods and  
techniques

# Commercial art Practices

Apply knowledge  
and skills creatively  
in a range of  
situations.



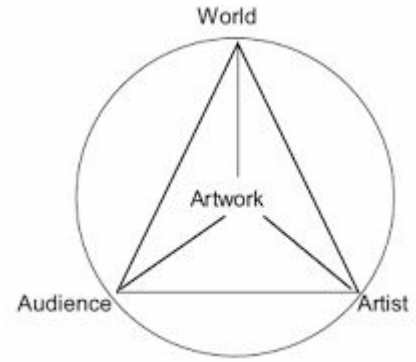


# ASSESSMENT

Art Criticism and Art History

CONCEPTUAL  
FRAMEWORK

PRACTICE

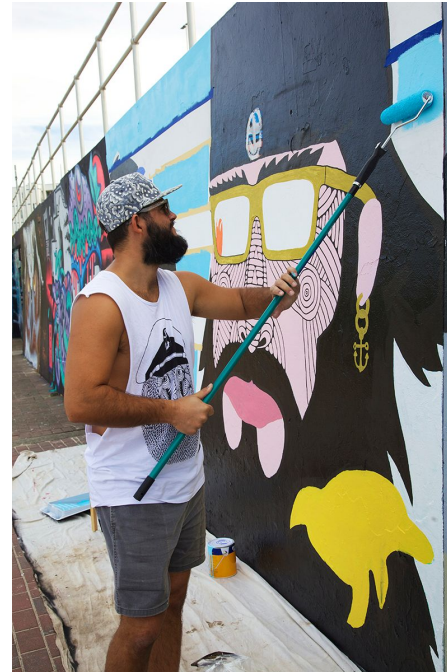


GOOGLE  
CLASSROOM

SIMULATED  
INSTAGRAM POSTS

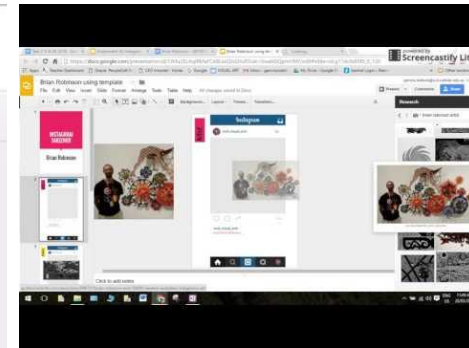
GOOGLE SLIDE

MODELED -  
SCREENCASTIFY



**Google Slide-** custom size, each slide is A4 dimension. **Instagram layout-** Screenshot, Photoshop

The screenshot shows a Google Slides interface. The title bar reads 'Assessment 2b Instagram Artist Profile - MULGA template'. The menu bar includes File, Edit, View, Insert, Slide, Format, Arrange, Tools, Table, and Help. A status bar at the top right says 'Last edit was made seconds ago by Gemma Baldwin'. The toolbar contains icons for adding, deleting, undo, redo, search, and various formatting options. The main slide area displays a template with a large pink header containing the text 'INSTAGRAM ARTIST PROFILE - MULGA' and a white footer containing 'Assessment Task 2b Art Criticism and Art History'. On the left sidebar, there are three slide thumbnails: the first is the current slide, the second is titled 'Assessment Instructions' and shows a screenshot of a document, and the third is a screenshot of an Instagram profile. At the bottom of the slide area, there is a text box that says 'Click to add notes'.



**Task template Google Slide  
Students supported by task  
explanation video embedded  
in Slide template (&  
uploaded to YouTube) made  
using Screencastify Chrome  
extension**

## Other ICT Resources

**G** *Screencastify- use to record desktop incl audio - Ezgif.com or giphy.com to convert video to gif.*

## WORLD:

- What sort of world is represented in the artist's artworks? (eg. their own personal world, the physical world or a fantasy world?)
- In what ways do you think the artist has been influenced by popular culture and the world around him?
- How is the artist part of the commercial art world?

## Extension:

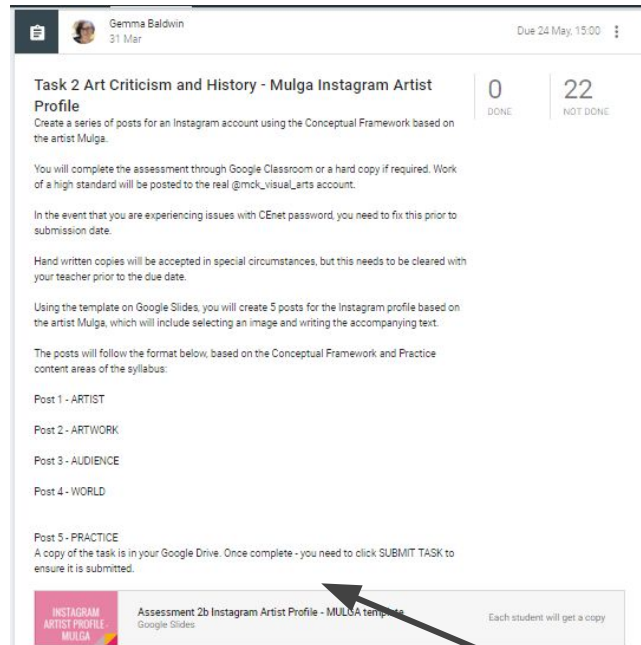
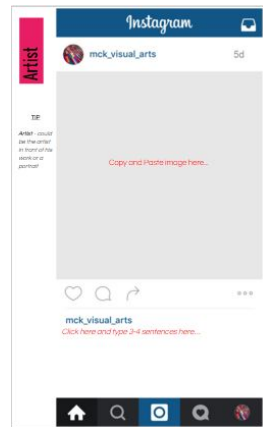
- Identify some features of the artist's work that refers to Australian culture.

## AUDIENCE:

- Describe the type of people (audience) that sees the artist's work and where they would see it.
- In what ways does the artist connect and communicate with his audience?
- What sort of audience might appreciate the artist's work and buy his merchandise?

## Extension:

- How are the artist's works different to more traditional artworks that audiences might be used to seeing?



**TASK SCAFFOLD**  
Prompting questions to support students writing for each post (Artist + Artwork + World + Audience + Practice)

**Task submission through Google Classroom**

# UNIT AIMS...

**ENGAGE YR 8 BOYS**

**AUTHENTIC REAL  
WORLD  
EXPERIENCES**

**RE ENVISAGE  
STAGE 4 VISUAL  
ARTS**

**SUPPORT  
SUBJECT  
SELECTION (VA,  
VD, PHT)**