

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



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

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"> Vanitas (Audrey Flack) Cezanne Ricky Swallow 	2D drawing in different materials, watercolour painting	Subjective Structural Cultural Post Modern	Artist Artwork World Audience	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
Term 2 2015	Culture Pop! <ul style="list-style-type: none"> Brian Robinson Mulga 	Lino printing, drawing	Subjective Structural Cultural Post Modern	Artist Artwork World Audience	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
Term 3 2015	Face Goo <ul style="list-style-type: none"> Caricature/ Portraiture 	2D drawing and 3D ceramic sculpture	Subjective Structural Cultural Post Modern	Artist Artwork World Audience	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
Term 4 2015	No Place Like Home <ul style="list-style-type: none"> Howard Arkley Grace Cossington Smith Jeffery Smart 	Painting, acrylic, watercolour, 2D drawing	Subjective Structural Cultural Post Modern	Artist Artwork World Audience	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

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

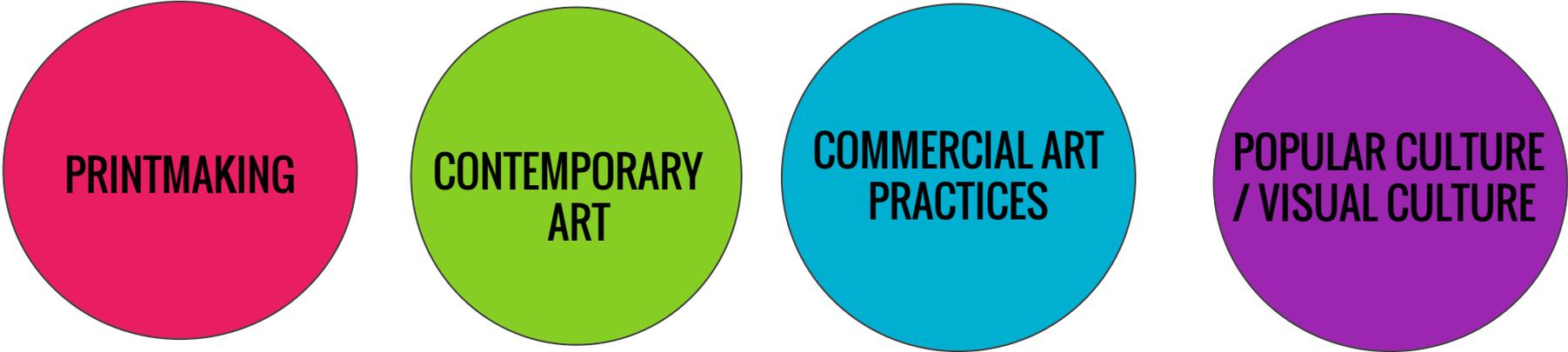
BIG IDEAS - PRACTICE - DOMAINS - VISUAL CULTURE

“ 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.

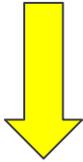
Stage 1 – Desired Results		UbD Template - with question prompts	
Established Goal(s): • What relevant goals (e.g., Content Standards, Course or Program Objectives, Learning Outcomes etc.) will this design address?	G		
Understanding(s): Students will understand that... • What are the “big ideas”? • What specific understandings about them are desired? • What misunderstandings are predictable?	U	Essential Question(s) • What provocative questions will foster inquiry, understanding, and transfer of learning?	Q
Students will know...	K	Students will be able to...	S
• What key knowledge and skills will students acquire as a result of this unit? • What should they eventually be able to do as a result of such knowledge and skill?			

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



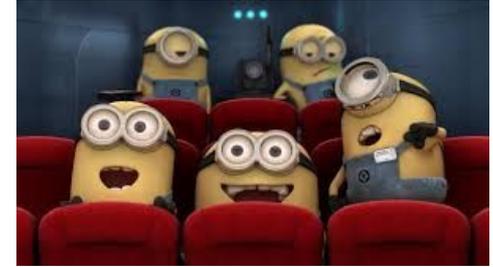
Influences of popular culture to artworld

WORLD



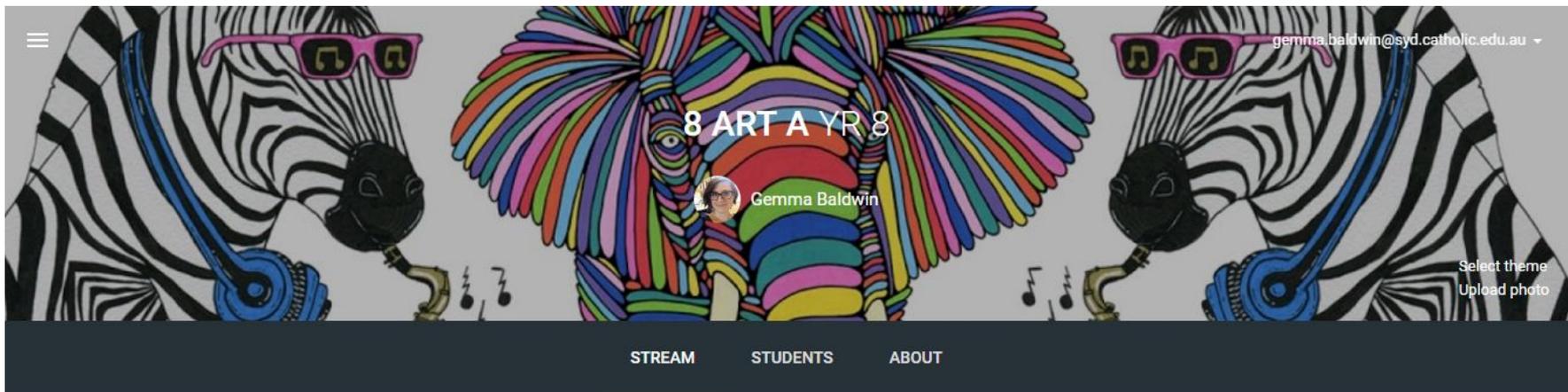
Real world of today- the world we live in impacts subject matter

AUDIENCE



Commercial art, social media, internet, general public

Google Drive & Classroom



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



Select theme
Upload photo

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"



Pop Culture & Me

KAHOOT QUIZ



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



Kahoot.it

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

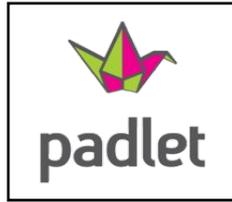
Techniques to consider in your print:

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

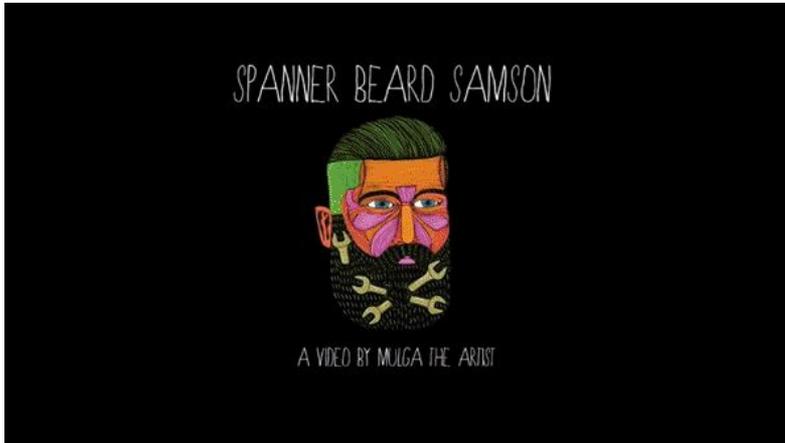


Essential Question

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



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

- You are to create a design for a lino print, which will be printed as a commercial art product
- It will be printed on either a calico bag (provided by the college) or t-shirt (of your own).
- This will be done during class time and your design will reflect the practice of key focus artists: Brian Robinson, Mambo and Mulga.

You will select a range of objects/aspects from your personal popular culture list to use in your lino print. These could include:

- shoes
- food
- cars/bikes/skateboards etc
- films/ books
- school stuff
- video games
- religion
- cultural heritage (background)

Your design must incorporate all of the following characteristics:

- graphic imagery
- line
- pattern / Repetition
- overlapping objects/layers
- composition (think about cropping images)
- no text (unless you understand that it will reverse when printed- see your teacher)

Apply printmaking methods and techniques

Commercial art Practices

Apply knowledge
and skills creatively
in a range of
situations.



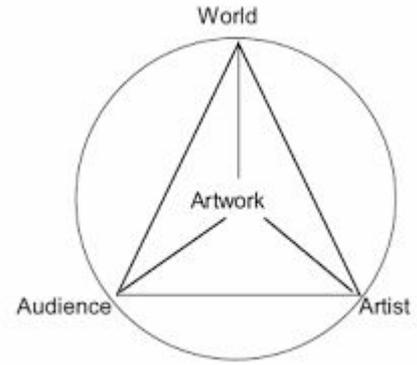


ASSESSMENT

Art Criticism and Art History

CONCEPTUAL
FRAMEWORK

PRACTICE



GOOGLE
CLASSROOM

SIMULATED
INSTAGRAM POSTS

GOOGLE SLIDE

MODELED -
SCRENCASTIFY



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

Assessment 2b Instagram Artist Profile - MULGA template ☆ 📁

File Edit View Insert Slide Format Arrange Tools Table Help Last edit was made seconds ago by Gemma Baldwin

Background... Layout Theme... Transition...

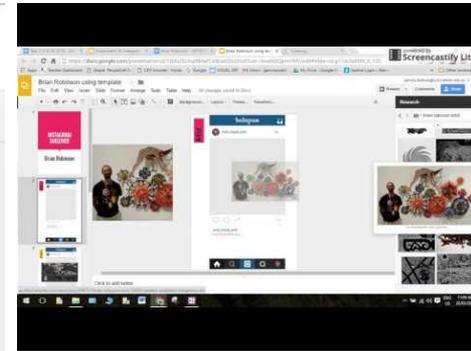
INSTAGRAM ARTIST PROFILE - MULGA

Assessment Task 2b Art Criticism and Art History

2 Assessment Instructions

3 Instagram

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

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:

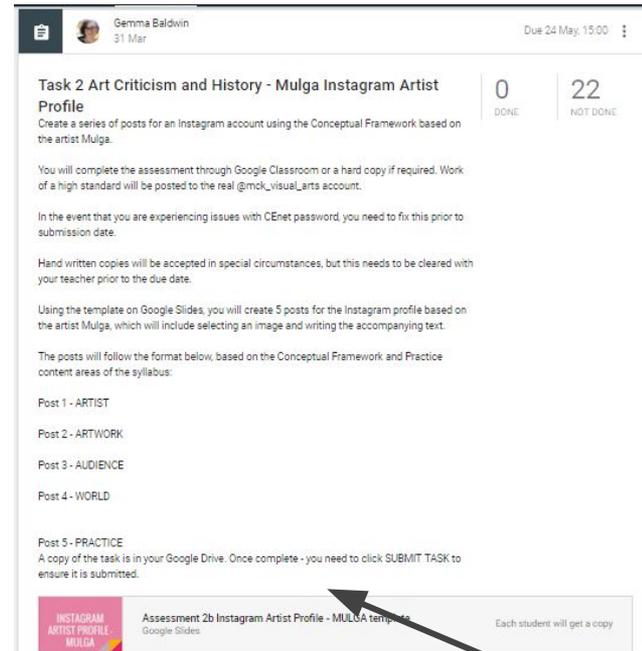
- Identify some features of the artist's work that refers to Australian culture.

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)**