I shop, therefore I am.
IRB Research Interest:

Initial research question: What instructional practices effectively encourage individual ideation and development of unique imagery in a basic drawing/foundation class?

Goal is to Inspire:
Interest in interdisciplinary exploration
Ethical reasoning and social engagement
Establish a foundation for lifelong learning
Artistic problem solving

Framework: Four “outside” class assignments based upon words:
- Privacy
- Boundaries
- Data
- Threshold

Objective: Students creatively apply learned skill
Formal Skill Development

UNIT ONE

- Mechanics, materials
- Mark Making (gesture/contour)
- Proportion (placement/scale)
- Negative Space
- Linear Perspective

UNIT TWO

- Point of View
- Cross Contour
- Rendering Value
- How Light/Shadow hit form
- Expanding Materials
In-Class Exercises (learning to see)
Conceptual Development Scaffold Strategies

- Word association
- Concept maps
- Examine contemporary visual culture
- View, listen, or read materials related to themes. (ted talks)
Visual Culture

**Visual Culture**: Interest in examining the impact of material/commodity culture.

It involves the process of examining the **cultural value** over **aesthetic value** of images.

Shift focus from what is seen, and instead focus on the **process of seeing**.

(conceptually learning to see)
Visual Culture: the Source

- Photography
- Advertisements/billboards
- Film
- Print
- Television
- Video
- Movies
- Digital images
- World wide web
1.6 trillion photographs are taken annually (compared to 100 billion in 2000)

350 million images are uploaded to Facebook every day.

100 hours of video are posted on youtube every minute
Plethora of Advertisements

On average it is estimated an average American will view somewhere between 2,000-20,000 advertisements in a given day.

Source: http://www.fluidrivemedia.com/advertising/marketing-messages/
Strategies

How can we make sense of the saturation of images?

• **Strategy ONE:** plunge deep into the center of commodity culture, examine, identify, and deconstruct visual signs.

• **Strategy TWO:** Select fine artists which respond and exemplify concept.
Representation as a “Sign”

Interpreting art and images as a sign, or a text, or even a subtext comes from Semiotics.

The signifier is the sign, it is the tangible denoted item we see, hear, or experience.

And the signified is the message which is connoted, suggested or implied.
Semiotics

**Signs** are dependent upon **context** to make meaning.

**Semiotics asks:**

- What makes “it” mean something?
- What determines the meaning?
- How might this reflect culture/identity?
Revealing Constructs

A construct is the intellectual, rather than physical product of a culture.

1. Constructs are the shared sense of the way things should be.
2. Constructs govern the way men and women interact.
3. Cultural constructs can maintain stereotypes, ideologies, and the power of those in control.

(Lois Fichner-Rathus, Understanding Art, 2014)
Domesticity
Predefined Social Roles

http://wwiiaging.blogspot.com/2011/05/women-in-wwii.html
The Chef does everything but cook - that's what wives are for!

I'm giving my wife a Kenwood Chef
Boundaries: Contemporary Advertisements

**Denoted (obvious)**

- What is being sold?
- Who is responsible for the ad?
- What am I expected to “do”?
- Who is intended audience?

**Connoted (implied/suggested)**

- What is the advertisement “saying”?
- What might the message suggest us about society, culture?
- Are representations Accurate? Stereotypes?
- Who is NOT being represented?
- Who is invisible marginalized?
Is She Intelligent?
Hero: Does this reflect a gender stereotype?
Burger King - What is “really” being sold?

IT'LL BLOW YOUR MIND AWAY

BK SUPER SEVEN INCHER

Fill your desire for something long, juicy and flame-grilled with the NEW BK SUPER SEVEN INCHER. Yawn after you taste the mind-blowing burger that comes with a single beef patty, topped with American cheese, crispy onions and the A.1® Thick & Hearty Steak Sauce.

$6.25 MEAL
Role Reversal

Why does this seem absurd?
Supporting Contemporary Artists

• How are individuals represented (what is “normal”)
• Who holds the power
• What is being sold

• Anna Utopia Giordano
• Vanessa Beecroft
• Cindy Sherman
• Catherine Opie
• Janine Antoni
• Kerry James Marshall
• Barbara Krueger
Botticelli
The Birth of Venus, 1486 Uffizi, Florence
Anna Utopia Giordano
Venus Project Botticelli
Titian
Venus of Urbino
Cindy Sherman
Catherine Opie Portrait Series

Representing a fluidity of gender

Papa Bear
Being and Having Series 1995

Justin Bond 1993

Bo 1994

Heartney, Posner, Pg 157, Women Artists of the New Millennium
Barbara Kruger

Your body

is a

battleground
• 1 in 10 people with eating disorders receive treatment.

• 10-15% of people with an eating disorder are male

• The body type portrayed in advertising as the ideal is possessed naturally by only 5% of American females.

• 47% of girls in 5th-12th grade reported wanting to lose weight because of magazine pictures.

• 69% of girls in 5th-12th grade reported that magazine pictures influenced their idea of a perfect body shape.

• 42% of 1st-3rd grade girls want to be thinner (Collins, 1991). 81% of 10 year olds are afraid of being fat (Mellin et al., 1991).

Examples of Student Work
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