MINING THE SOURCE

REPRESENTATION BY DESIGN

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CONTEMPORARY IDENTITY/REPRESENTATION “NOW”

• What are the expected social, gender, cultural roles today? (what governing constructs are revealed?)

• How does living in a consumer based, material culture factor into experience and creation of identity? (what is being sold?)

• How are men, women, families, race, and socio economics represented in contemporary advertising?
Is the self a **social construction** or an expression of one’s essential nature?
SCAFFOLDING CRITICAL THINKERS

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

**Connoted**
- 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
REPRESENTATIONS OF WOMEN
EXPECTATIONS OF “NORMALCY”

- What is considered normal body image?
- Who holds the “power” (jobs outside home?)
- How do images “fit” in relation to the “real world”
- Have the males/females been represented equally?
IS SHE INTELLIGENT?
FEMALE
OBJECTIFICATION/CONTORTION
CESARE
WORKING WOMEN
BLACK SEAL
• Revealing and questioning standards of beauty in contemporary society
VELASQUEZ, ROKEBY VENUS, C. 1647–51. 122CM X 177CM (48IN X 49.7IN). NATIONAL GALLERY, LONDON.
ANNA UTOPIA GIORDANO
VENUS PROJECT VELASQUEZ

http://www.annautopiagiordano.it/venus-ita.html
FRANCESCO HAYEZ
TITIAN
VENUS OF URBINO
VANESSA BEECROFT

Click to access Vanessa Beecroft website
STILLS OF PERFORMANCE
VANESSA BEECROFT
CINDY SHERMAN 1954-

• Click to view: Cindy Sherman MOMA 2012

Untitled 1978
Did you realize that every woman here is Cindy Sherman?
MALE OBJECTIFICATION?

BEBE
HERO

A NEW COLOGNE FOR MEN FROM PRINCE MATCHABELL

EVERYONE NEEDS A HERO.
ONLY THE STUPID CAN BE TRULY BRILLIANT.
Five Alarm Jockey
AMERICAN APPAREL 2013
SAME SHIRT: DOUBLE STANDARD

Flannel by American Apparel

Men's Flannels and cotton undies. That's American Apparel
ROLE REVERSAL
ANDROGYNY
ANDROGYNY
PANTECH
GATORADE
Catherine Opie Portrait Series

- Challenging photographs
- Addressing through photography how identity is defined, and how it relates to community and place.
- Representing a fluidity of gender

Heartney, Posner, Pg 157, Women Artists of the New Millennium
CATHERINE OPIE

Domestic Series
1995

Oliver in a tutu 2004
In and around home series

Tyer
Highschool football series
CATHERINE OPIE

Papa bear Being and Having Series 1995

• Being and Having series.

• Exploring what one is born with, and what one has gotten by will.
REPRESENTATION OF FAMILY
What it is
is beautiful.

Have you ever seen anything like it? It's not just what it is, but how proud it's made to be. And when you see it, you'll see something that you've never seen before. No matter what they've created.

Young children build for fun. LEGO's universal building sets for children ages 3 to 7 have colorful blocks, wheels, and many other pieces for lots of fun. Children build for more realistic LEGO's universal building sets for children 7 to 12 have more detailed pieces, like gears, wheels, and crooked tires for more realistic building. Children build for themselves.

LEGO Universal Building Sets will help your children discover something very special in themselves.

Universal Building Sets
3-7 years old

LEGO
DOLCE AND GABBANA
At McDonald’s, dinner is a good deal, not a big one.

Try it some night soon and you’ll see what we mean. You’re welcome to come as you are. And you don’t have to come fast, since McDonald’s is right in your neighborhood.

The prices are as good as the food. And the food tastes especially good when your family’s enjoying it together. So come together with your family tonight. And have dinner at McDonald’s.
HOW IS SOCIAL CLASS DEPICTED IN THIS AD BY LEVIS?
WHAT IS BEING SOLD?
Ten reasons why you like girls:

They're short.
They're tall.
They're big.
They're small.
They're red heads.
They're blondes.
They're brunettes.
They laugh.
They giggle.
They're not boys.

One reason why girls like you!

THE RANK-LOSS VOLKO™ BY EQUERRY SOCKS

100% NYLON. ONE SIZE FITS ALL. 12 IN. PAIR. ANOTHER EQUERRY PRODUCT. © RANDY BLOCH.
If you guys don’t buy these new Drummond sweaters, we’ll go right back to male models.
WHAT DOES ICE CREAM HAVE TO DO WITH OLD SPICE?
BURGER KING

IT’LL BLOW YOUR MIND AWAY

BK SUPER SEVEN INCHER

$6.25 MEAL

Fill your desire for something long, juicy and flame-grilled with the NEW BK SUPER SEVEN INCHER. Yeaarn for more 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.
TARGET

Expect more. pay less.

A $200 savings!

$897

Olevia 42" 1080P FULL HD LCD TV

$399

PlayStation 3 40GB system with built-in Blu-ray player.

Free 40 Target GiftCard™

with purchase of this PS3!

Screen sizes are measured diagonally. Shown with simulated picture.
CARL’S JR.

HOW TO PICK UP SWIMSUIT MODELS

Purchase any Large Drink or Large Combo at Carl’s Jr.* and get a Girls of Sports Illustrated® Swimsuit Edition Cup FREE!

The Girls of the Sports Illustrated Swimsuit Edition Cups

COLLECT ALL FOUR WHILE SUPPLIES LAST. OFFER ENDS SEPTEMBER 14.
BARBARA KRUGER

Your body
is a
battleground
BARBARA KRUGER

I shop therefore I am

It’s all about me
I mean you
I mean me
• 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).

WHAT IS THE ROLE OF FEAR IN OUR CULTURE? HOW DOES IT MOTIVATE?
Which would you rather have, a cholesterol test or a final exam?

For many, the first sign of heart disease is a heart attack. Did you know that one out of two adult Canadians is at risk of developing heart disease because they have high cholesterol? And that cardiovascular disease is the leading cause of death in Canada? High cholesterol is a major risk factor for heart disease but managing your cholesterol can be quite simple.

If any of these apply to you, cut this screening test out and ask your doctor about getting your cholesterol tested:
- Woman 50 years or older
- Man 40 years or older
- Heart disease (angina, heart attack, coronary bypass, stroke, angioplasty)
- Diabetes
- Family history (mother, father, sibling, brother or grandparent) of heart disease or high cholesterol
- Two or more of the following:
  - Overweight
  - Physically inactive
  - Smoker
  - High blood pressure

Call toll-free at 1-877-4-LOW-LDL (1-877-456-9535) or visit www.makingtheconnection.ca and you will receive this free booklet describing the connection between cholesterol and heart disease.
"I WON'T WEAR A HELMET
IT MAKES ME LOOK STUPID"

EVERY YEAR OVER 12,000 PEOPLE ON OUR ROADS AND 30,000 ARE SERIOUSLY INJURED. THAT MEAN THOUSANDS OF FAMILIES LEFT PICKING UP THE PIECES. FAMILIES TORTURED BY THE LOSS OF A LOVED ONE, Crippled BY REDUCED INCOME OR SUDDEN NEED TO CARE FOR A RELATIVE WITH PERMANENT BRAIN DAMAGE.

THE SAD TRUTH IS THAT MOST OF THESE CASES COULD HAVE BEEN PREVENTED BY SIMPLE WEARING A HELMET. WHEN YOU THINK ABOUT IT, THERE ARE NO EXCUSES.
Who's voice do we hear?
Embrace local, specific issues of culture identity

- Examine assumptions of culture.
- Deconstruct the criteria for judgment.
- Question cultural discourse regarding appropriate and inappropriate behaviors/expectations