

## Studio Lesson Idea for Art I

The following lessons may be adapted for use with any artwork(s) by Julie Blackmon, Kat Wilson, or Ananda Balingit-LeFils. Works by these artists will be on display in the Baum Gallery during the 2010-2011 season (please note the Exhibition Schedule) and images are included on the ARTclicks! website for lessons in the Art I classroom.

### Objectives/Goals

Students will:

- Discuss identity as manifested in outward appearances, environments, and objects portrayed in portraiture.
- Analyze portraits for clues about the historical period(s), the subject(s), and the artist(s).
- Experiment with various media and combine visual clues, symbols, color, line, texture, shape and various principles of art to create a personal logo that illustrates each student's sense of a chosen identity.

### Suggested activities:

- Display selected images of the artwork by Julie Blackmon, Kat Wilson, or Ananda Balingit-LeFils included on ARTclicks! website and select **Looking and Interpreting Activities** appropriate for your students.
- For the art-making project, begin by displaying and discussing popular logos (ie. FedEx, McDonald's Nike, XM Radio, Target) Ask questions such as: *What do you know about these companies? What do they do? What do they sell? How do these logos make you feel? How do these logos relate to their identity or reputation?*
- Encourage students brainstorm what represents them, what defines them, what identifies them
- Students will create a logo that expresses an aspect of their identity
- Have students transfer their logo onto illustration board and complete with gouache or tempera paints.
- Students will share and discuss what they see in each others' logos and connect how they relate to portraiture ideas raised in the introduction lesson.

### Some websites of interest:

[http://www.dinesh.com/history\\_of\\_logos.html](http://www.dinesh.com/history_of_logos.html) - background information and examples

[http://www.google.com/search?q=history+of+logos&hl=en&rlz=1T4SKPB\\_enUS380US381&prmd=v&source=univ&tbs=vid:1&tbo=u&ei=GCloTJS4MYLGIQfbrdyeBQ&sa=X&oi=video\\_result\\_group&ct=title&resnum=4&ved=0CCKQqwQwAw](http://www.google.com/search?q=history+of+logos&hl=en&rlz=1T4SKPB_enUS380US381&prmd=v&source=univ&tbs=vid:1&tbo=u&ei=GCloTJS4MYLGIQfbrdyeBQ&sa=X&oi=video_result_group&ct=title&resnum=4&ved=0CCKQqwQwAw) - U-Tube videos related to logos

<http://www.famouslogos.org/> - includes examples of many popular logos

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