

Art History Minimester – Exploring Art Through Coca-Cola

Mrs. Searcy

Name:

Date:

Artist Research - Assignment 1

DUE DATE: August 16, 2013 at 9:30 a.m.

Total possible points: 100

Coca-Cola Artist:

Artists: You will conduct research on your chosen artist.

1. Pick one artist who uses/used Coca-Cola products in their art? (You may select from the list of artists below or you may use one of your own. You may not use Norman Rockwell.)

Andy Warhol
David Clayman
Burton Morris
Steve Penley
Steve Kaufman
Howard Finster
Stephen Huneck
Lonnie Holley
Bill Backer
Hamilton King

Haddon H. Sundblom
N.C. Wyeth
Mary Shelley
David Strickland
Gregory Warmack
"Mr. Imagination"
Maria Msiza
Fred Mizen
Howard Crosby Renwick
"Hayden Hayden"

Research: (40 points)

You will be required to record your notes about your artist in your sketchbook. Make sure your notes are legible. Create sketches of your artist's artwork or include images of your artist's work by pasting copies in your sketchbook. You will need at least 2 images in your sketchbook.

2. As you research your artist you should be able to answer the following questions:
 - a. What is the artist's name, date of birth/death dates, where did they live?
 - b. What kind of lifestyle did the individual lead?
 - c. Include interesting facts about the individual/ find stories about their family, activities involved in, interests, etc.
 - d. What was the artist's artistic process?
 - i. What medium did they use?
 - ii. Who/what influenced your artist?
 - iii. How did your artist go about creating their artwork, did they have a method to their process?
 - iv. What themes were used and how do the materials used make you feel?
 - v. What message or focus were they trying to tell through their artwork?
 - e. What kind of impact did their artwork have on their surroundings (community/culture)?
 - f. In what way(s) did your artist influence others or how were they influenced as an artist after using the Coca-Cola brand in their artwork?

Art History Minimester – Exploring Art Through Coca-Cola

Artist Research - Assignment 1 Rubric

Mrs. Searcy

- g. What message is your artist trying to tell us by using Coca-Cola in their work?
- h. Why is the use of Coca-Cola products in artwork significant today?

Sketchbook Notes/Sketches: (5 points)

I will be checking your sketchbook for proof of research. Take notes and make quick sketches of artwork or paste photocopy images. Make notes about the things you see, line quality, style, etc. Artists are intentional, what elements in the artwork do you recognize, do you notice representations/symbolism, based on what you know about the artist – what do you think the message was that the artist was trying to make. Include titles, dates, and important facts about the artwork represented in your sketchbook. Make notes about research and videos that will assist in your artist exploration.

Pinterest Board: (5 points)

Along with your research you are required to develop a pinboard using your Pisgah email account on Pinterest. I will be checking your boards for completion. On your board you should pin 5 or more images/artwork/websites/video links that align with your research. In the description section provide two sentences about the pin that will help you organize your thoughts about your artist.

Personal Artwork Poster: (15 points)

In addition to your artist research, design a contour bottle; your design should be motivated by your artist research. You are free to use whatever medium you would like to create this bottle. You will be provided with a piece of paper and a stencil of the contour bottle. How you design your bottle is completely up to you. (I am looking for individuality - so be creative!)

PowerPoint Presentation: (10 points – 2 points per slide)

How you present your research is very important. By organizing your thoughts it will help you present your materials to your classmates. You will be required to create a 5 slide PowerPoint presentation. Each slide should only take 1 minute to present. Be concise and thoughtful about the material you present to the class. Ask yourself if the content is relevant to the assignment? Will the information be meaningful to your classmates? Does the information answer the questions listed above? The outline of each slide is below; I have also provided an example of the first slide.

Slide 1: (About your artist's life)

1. Picture of your artist
2. Bullets:
 - a. date of birth/death
 - b. where they lived
 - c. Brief facts about his or her life (you will elaborate here when you give your presentation. What you include here is up to you, make it meaningful.)

Slide 1 Example:

Norman Rockwell

February 3, 1918 – November 8, 1978

Stockbridge, Massachusetts

- ❖ 20th century American painter/ illustrator
- ❖ Illustrator for *The Saturday Evening Post*
- ❖ U.S. Navy World War – military artist
- ❖ 1939 recipient of the Boy Scouts of America Silver Buffalo Award
- ❖ Married three times and had three children



“Portrait of Norman Rockwell Painting ‘The Soda Jerk,’” 1953. Private Collection. ©NRELC: Niles, IL.

Slide 2: (Artistic Process)

1. Include an image of their artwork.
2. Bullets:
 - a. Does your artist use certain techniques or do they have a method or process in which they follow to create?
 - b. What medium(s) do they use? How do they use them?
 - c. Who or what are their influences?
 - d. What/Who is the artist’s focus in their art?

Slide 3: (Coca-Cola Relationship)

1. Include an image of their artwork using Coca-Cola.
2. Bullet:
 - a. What role did Coca-Cola play in your artist’s artwork?

Slide 4: (Cultural Impact)

1. Include an image of their artwork.
2. Bullets:
 - a. How did their art impact society and identity?
 - b. How did their use of Coca-Cola in their artwork influence cultural trends?

Slide 5: (Final Reflection)

1. This slide should ONLY include a picture of your final design for your contour bottle based on the research you found on your artist. You will use this slide to give a final reflection on your research.
2. Talk about: (the following should also be typed up in written form and handed in)
 - a. Explain your contour bottle design.
 - b. What you will take away from this assignment?
 - c. How the research has changed your perception of the Coca-Cola Company?

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Artist Research - Assignment 1 Rubric

Mrs. Searcy

- d. Why you think studying artists like the one you chose is important to understanding history?
- e. Why is this assignment relevant to art history?

****These slides should be simple and should show careful consideration of content included. Your slides serve as an outline of what you will say in class. Please do not copy and paste your research in the slides. No one likes to be read to!*

Presentation: (20 points)

I will grade your presentation on the following (each section can earn a total of 5 possible points)

Assignment Completion
Quality of work (I am not judging you on artistic skill)
Presentation Execution
Organization

Class Participation: (5 points)

This is an easy 5 points! Show me you are engaged in your classmates' presentations. Ask questions; take part in the classroom discussions.

Plagiarism

This assignment is research based please remember your Pinterest board is a good place to give credit to your resources. Make sure to properly site the pictures on your PowerPoint slides. Look at the example slide above.

As you present it should not sound as though you are reading the description of the artist off of Wikipedia. Use the resources at the bottom the Wiki page and go to the direct pages where the content was borrowed from. If I find that you have plagiarized your research assignment you will be reported to the Dean of Students for disciplinary action. This assignment has been designed to showcase your personal voice; I would like to hear it, show me you have learned something.

Good Luck!

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Artist Research - Assignment 1 Rubric

Mrs. Searcy

Grading Rubric – the following criteria is based on the total possible points earned

Student Name: _____

Final Grade: _____/100

Coca-Cola Artist: _____

Research: (40 points – 5 points each)

_____/40

Was the student able to answer all of the questions in their research presentation?:

- a. What is the artist's name, date of birth/death dates, where did they live?
 - b. What kind of lifestyle did the individual lead?
 - c. Include interesting facts about the individual/ find stories about their family, activities involved in, interests, etc.
 - d. What was the artist's artistic process?
 - i. What medium did they use? Who/what influenced your artist? How did your artist go about creating their artwork, did they have a method to their process? What themes were used and how do the materials used make you feel? What message or focus were they trying to tell through their artwork?
 - e. What kind of impact did their artwork have on their surroundings (community/culture)?
 - f. In what way(s) did your artist influence others or how were they influenced as an artist after using the Coca-Cola brand in their artwork?
 - g. What message is your artist trying to tell us by using Coca-Cola in their work?
 - h. Why is the use of Coca-Cola products in artwork significant today?
-

Sketchbook Notes/Sketches: (10 points – 5 points each)

_____/5

Student has proof of research notes

Student included 2 images or sketches of artist's work

Pinterest Board: (5 points)

_____/5

Student has pinned 5 or more images/artwork/websites/video links to their research page

The pinned objects are relevant to the student's research

Student has provided a brief description of each pin.

Personal Artwork Poster: (10 points)

_____/10

Student shows attention to detail by including relevant information in visual form

Student shows evidence of understanding the assignment

Student shows effort was made through creative and original ideas

PowerPoint Presentation: (10 points – 2 points per slide)

_____/10

Slide 1: (About the artist's life)

Slide 2: (Artistic Process)

Slide 3: (Coca-Cola Relationship)

Slide 4: (Cultural Impact)

Slide 5: (Final Reflection)

Slide follows outline

Slide is concise, to the point, and organized

Image is properly cited

The information on the slide is relevant to the topic

Presentation: (20 points – 5 points each)

_____/20

Assignment Completion

Quality of work

Presentation Execution and Organization

Typed less than one page written reflection answering the question from slide 5

Class Participation: (5 points)

_____/5

Student was engaged and asked questions

Comments:
