

MOUNT PISGAH CHRISTIAN SCHOOL

Art History – Exploring Art Through Coca-Cola

“Commonplaces never become tiresome. It is we who become tired when we cease to be curious and appreciative. We find that it is not a new scene which is needed, but a new viewpoint.”

~ Norman Rockwell

Fall Minimester 2013

H123

M-W-TH- F 8:00 -11:10

Instructor: Mrs. Searcy tsearcy@mountpisgahschool.org
Tutorial Hours: H123 from 3:00 - 3:30

Grading: A = 90-100 B = 80-89 C = 70-79 F = 69 or below

I. Rationale:

This course has been designed to introduce students to section of American art history which utilizes The Coca-Cola Company as a catalyst for artistic interpretation and representation. Students will be in class for three hours a day for a two week time frame. Students will be given ample in class time to conduct research and to prepare individual and group presentations. Outside work may be required. Informal Critiques will be done throughout the course to assist student learning and engagement.

II. Course Overview:

Over the last 125 years The Coca-Cola Company has shaped and guided the advertisement industry, through the promotion of their trademark beverages. This American industry led the way in mass marketing strategies and worldwide corporate growth. Through the use of art, Coca-Cola has been able to promote their marketing campaigns by developing an image that has spoken to the hearts and souls of people all over the world. These personal connections have continued to develop an everlasting brand through symbolic meaning. Not only has this company made an impact on American history, it has shaped societies personal experiences and influenced consumer beliefs around mass media and human culture. More importantly it has fueled the creative minds of artist all around the world.

As the masters of manipulation and persuasion, Coca-Cola has embraced consumer impulse buying and social conformity through the development of catchy jingles, memorable poster advertisements and slogans, commercials, collectables, and a trademark, which has made an impression on the world. This course will explore the history of The Coca-Cola Company and their marketing impact on culture and personal identification. This course’s main objective is to

research and understand the motives behind artists' use of the Coca-Cola's iconic symbols and why it is a powerful interpretation of American Art in the 20th century.

III. Learning Objectives:

By the end of this course, students will:

- Gain an understanding of how artists played a significant role in the marketing of the Coca-Cola Company.
- Understand how art history parallels historical events of the time and how these events influence how artists depict ideas and messages through visual imagery.
- Obtain the skills of researching artists' lives through the development of class presentations.
- Use Pinterest, YouTube, and other media to research and document findings.
- Create artwork and prototypes, which align with the course studies and assignments.
- Collaborate with peers to design a marketing campaign using the design thinking process.
- Identify themes, slogans, visual imagery, and interpret visual storytelling.
- Learn to analyze human nature through empathy and observation.
- Brainstorm ideas and solutions.
- Explain how marketing impacts culture, social engagement, and identity.
- Reflect on experiences, research, videos, and content through written journal entries and classroom discussions.

IV. Georgia State Standards (Grades 9-12):

MEANING and CREATIVE THINKING

- VAHSVAMC.1, VAHSVAMC.2, VAHSVAMC.3

CONTEXTUAL UNDERSTANDING

- VAHSVAMC.4, VAHSVACU.2, VAHSVAPR.2

PRODUCTION

- VAHSVAPR.5, VAHSVAPR.6

ASSESSMENT and REFLECTION:

- VAHSVAAAR.2, VAHSVAAAR.3, VAHSVAC.1, VAHSVAC.2

V. Materials and Resources

Computer, Pinterest, YouTube, Internet, Sketchbook, pens, paper, paints, color pencils, other assortment of art materials to aid in the product designs.

<http://pinterest.com/tiffanysearcy/world-of-coke-education-exploration/>

Coca-Cola Conversations YouTube channel

<http://www.coca-colaconversations.com/>

<http://www.coca-colaconversations.com/category/art>

Articles of teen marketing:

<http://www.chiefmarketer.com/special-reports-chief-marketer/marketing-to-todays-teens-the-same-but-different-04092006>

<http://www.labelnetworks.com/>

VI. Course Requirements and Grading Policy:

1. Grading:

It is understood that all students are not artists. That being said, all students have the ability to try and to complete the course work to the best of their abilities. Students will be graded primarily on the effort they put forth, proper use of materials and time used, and completion of all assigned work. The following is how the course work will be weighted.

Reflections	(20%)
Sketchbook/Notes	(10%)
Assignment 1 – Artist Research	(25%)
Assignment 2 – Artist Research	(25%)
Class Participation	(20%)

2. Assignments:

Reflections: Students will be required to complete 5 written reflections: 3 handwritten reflections will be completed in sketchbooks and two will be typed and handed in following completion of the two larger assignments. Typed reflections should be no more than one page in length, double-spaced, 1 inch margins, include name, date, and class number.

Reflection 1: What memories do you have when you think of the Coca-Cola contour bottle? How is this symbol significant to you, culture, American society, and art history?

Reflection 2: Reflect on what you have learned from the history of the Coca-Cola Company? Why do you think the Coca-Cola Company chose to use artists to market their products? What kind of impact do you think this company has had on the American people, on local artists, and the marketing industry as a whole?

Reflection 3 (typed): Explain your contour bottle design; how has your artist influenced your design? Did you use symbols, colors, or objects in your design that are significant to you? How has your research changed your perception of the Coca-Cola Company? Why do you think studying artists like the one you chose is important to understanding history? Why is this assignment relevant to art history? What will you take away from this assignment?

Reflection 4: Reflect on what you experienced and what you saw at the World of Coca-Cola. How did Coca-Cola use art to market their products? Do you feel they were successful in their design? If you were to market their product using art how would you do it?

Reflection 5 (typed): Give a brief overview of how you utilized the design thinking process to develop your product? Knowing what you know now about marketing and product development - has your perceptions changed on how corporations use artists and design to promote products? How has this experience challenged your ideas about the influence of design in art history? Do you think this process is important to understanding the impact that advertising and design has had on cultural and social development? Do

you believe this type of design is important to art history? Why or why not? Finally, what did you learn from working in a collaborative setting?

Sketchbook/Notes: Student sketchbooks are useful tools to record information and develop ideas. Students will be required to show proof of research, reflections, sketches, design ideas, and video/class notes/activities.

- Notes on videos (History of Coca-Cola, Norman Rockwell)
- Notes on class discussions
- 3 Reflections
- Artist Research
- Artist images
- 3 Memory Drawings
- Contour Bottle Sketches
- Sketches of artists' research inspired contour bottle
- Field trip sketches and observations
- Campaign analysis
- Campaign development and research

Assignment 1: Conduct research on one artist who depicts Coca-Cola's products in their artwork. Develop a contour bottle design inspired by your artist research. Create a 5 slide PowerPoint presentation and present findings in a 5-minute presentation on August 16, 2013.

Assignment 2: Conduct research following the design thinking process (empathy, define, ideate, prototype, test, repeat) to develop a collaborative campaign project. You will create a prototype for your team's product. In addition to your final prototype you will develop a poster for your campaign. Your poster should be reminiscent of one of the artists that were presented during the artist research presentations. You will present your design, posters, ideas, and prototypes to the class on August 23, 2013 (10-minute presentation).

Class attendance and participation policy: class participation is 20% of the overall grade - it is important that the student engages in classroom discussions, reflections, assignments, field trip to the World of Coca-Cola, and completes all required work on time. Collaboration with a fellow classmate will be required for the final design assignment. Missing a day of class will impact your grade and class performance.

3. Student behavior:

All school rules apply to the art room; including dress code requirements. Students will be required to research their individual assignments using a computer. Students will be granted the use of YouTube and Pinterest. Misuse of these programs will result in immediate disciplinary action. Students are to respect each other at all times, this includes respecting classroom materials and others work.