



Utah Biennial: The Present as Influenced by the Past

Create Your Own Advertisement

Calder Kamin's *Public Service Announcements*

Summary:

Students will research a chosen topic and study advertisements in order to form an opinion about a complex issue and create their own public service announcement (PSA).

Curriculum Ties:

Fine Arts- Visual Arts- 3rd-6th

Secondary Fine Arts- Visual Arts Foundations I and 2

Library Media/Information Literacy (7-12)

Educational Technology (9-12):

Standard 8: Select and apply technology tools for research, information analysis, problem-solving, and decision-making in content learning.

Materials:

- Research materials (Internet, books and magazines, other library resources, etc.)
- Colored paper
- Colored pencils or pens

Background for Teachers:

Calder Kamin is a Kansas City-based artist whose work is currently exhibited in the UMOCA Art Truck. Her *Public Service Announcements* address our relationships with the animals that live closest to us by calling attention to inconsistencies within those relationships. Calder studies examples of advertisements as well as infographics like those found in National Geographic and Time magazines, and uses similar language and imagery in her public service announcement posters.

In “Squab, it’s what used to be for dinner,” Calder contrasts the societal view of street pigeons as dirty pests with the reality of pigeon as a source of food. Domesticated pigeons were widely raised for their meat before the proliferation of the chicken industry in the United States, and many still eat pigeon today. “Kuddly Killer” questions the creature comfort of cat-ownership at the expense of birds’ lives (one billion birds are killed each year by pet cats). “Cigarettes, bad for you, good for birds” presents the contradiction that cigarettes could be both healthy and unhealthy. While smoking is harmful for humans, the cigarette butts that birds find and use in their nests contain a chemical that kills parasites and keeps baby birds healthier.

Other artists such as Barbara Kruger have used aspects of advertising in their work to explore subjects such as the body, consumerism, and individual autonomy. Kruger adds aggressive, slogan-like text to found images, often taken from mainstream magazine advertisements.

Intended Learning Outcomes:

- Practice different research methods to gather information on a topic and synthesize researched information
- Think about the role of advertising in our society and emulate the language and imagery of advertisements

Instructional Procedures:

Have students research a topic that interests them. Their topics could be limited to biodiversity or they could extend into other areas such as health, food or technology. Students should look for information that complicates their topic, sheds new light on the commonplace, or provides a contradiction to be explored further.

Provide examples of advertisements for students to explore and have students think about the advertisements they encounter every day. Have students consider what kind of language and imagery they will use in their own advertisement and why. *Should the language be direct or subtle? Academic or slang? Ask other questions, such as: How do advertisements use imagery and language to influence decision making and the desirability of their product? What other tactics do advertisers use? What is subversive advertising? How are you personally influenced by advertisements? How do you feel about advertising?*

Using paper and colored pencils or pens, have students craft their own PSA related to their research. Alternately, students can create their PSA entirely on the computer if resources are available.

Extensions:

Lesson may be adapted for lower grade levels by removing the research-based portion and allowing students to come up with their own message to share with others by designing an informational poster (for examples, see “Remember to Wash Your Hands!” and “Eat Plenty of Vegetables and Dairy” below).

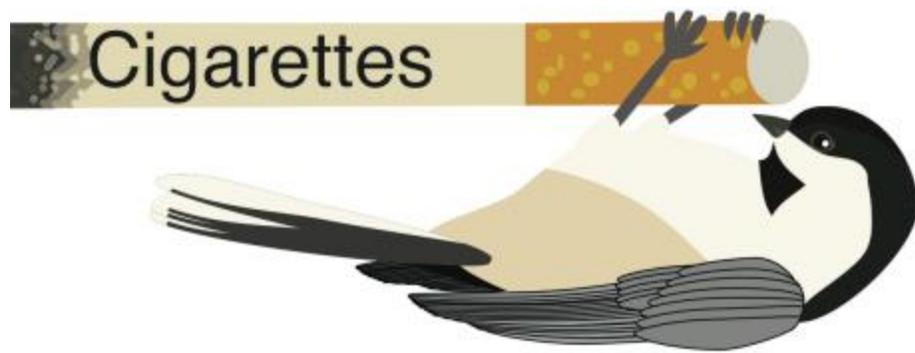
Resources:

calderkamin.wordpress.com

www.utahmoca.org/art-truck







BAD
For You
GOOD
For Birds



Additional Elementary Resources:

REMEMBER TO WASH YOUR HANDS!

Before eating or
handling food.

After using the toilet.

After blowing your
nose, coughing or
sneezing.

After touching your
pets or other animals.

After handling rubbish.



**CLEAN HANDS
ARE HAPPY
HANDS!**

Eat plenty of vegetables and dairy.



Additional Junior and High School Resources:

Barbara Kruger: www.spruethmagers.com/artists/barbara_kruger

Josephine Meckseper: www.parrishart.org/exhibitions/platform-josephine-meckseper#.UheTegyPQuc

Above The Influence (ad campaign): www.abovetheinfluence.com