

Visual Culture Resources on the WEB

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Growing interest in visual culture is leading many art teachers to expand their curriculums to include a broader realm of visual media and experiences. In addition to such traditional art forms as drawing, painting, and sculpture, art lessons may now include the study of television programs, film, video games, toys, posters, furniture, print advertising, Web sites, and any other medium that has a strong visual component. The following Web sites may be helpful in developing these types of lessons.

Adflip

www.adflip.com

Adflip is billed as “the world’s largest archive of classic print ads.” You can search the database of ads dating back to 1940 by category, decade, or year. Full access requires a paid online subscription.

Center for Media Literacy

www.medialit.org

The Center for Media Literacy supports media literacy education across the curriculum through activities that teach young people to communicate competently in all media forms and to analyze, evaluate, and understand the powerful images, words, and sounds that make up our mass-media culture.

Campaign for Real Beauty

campaignforrealbeauty.com
Dove, the beauty-soap maker, recently launched a global campaign designed to broaden Western society’s narrow definition of beauty by releasing a short film titled “Evolution” that shows a model being transformed by hair, makeup, and lighting teams, and her picture then being digitally altered before being placed on a billboard. Middle and high school teachers will find this provocative film to be useful in initiating classroom discussions about cultural standards of beauty.

Dada

www.nga.gov/exhibitions/2006/dada/cities/

This online exhibition from the National Gallery of Art offers an overview of the content and techniques used by Dada artists to express their strong reactions to the violence and trauma of World War I. The Dadaists scorned the use of conventional artistic media, preferring instead to use the stuff of modern life—newspapers, magazines, ticket stubs, found objects, and so on—in their work. In doing so, they pushed the boundaries of art beyond traditional aesthetics and had a profound influence on many contemporary artists.

Film Your Issue (FYI)

www.filmyourissue.com

FYI is an annual national competition that invites young Americans, ages eighteen to twenty-six, to produce thirty- to sixty-second films on important social issues. Films by winners and semi-finalists from the 2006 contest can be screened on the FYI Web site. Viewing and discussing these films in class may encourage your students to make their own issue films.

Media Awareness Network

www.media-awareness.ca

This Canadian nonprofit organization promotes critical thinking in young people about the media. The Web site contains a wide-ranging collection of educational resources related to the role of media and the Internet in our lives.

Children and Media

www.pbs.org/parents/childrenandmedia

While intended as a guide for parents, this PBS-sponsored site offers age-appropriate tips and information on ways that TV, movies, advertising, computers, and video games shape children’s development. See also pbskids.org/dontbuyit.

Off the Map

www.pbs.org/independentlens/offthemap

This site introduces ten visionary artists from around the world who have worked to transform their homes, yards, or communities into amazing visual monuments to their own unique vision. Visitors can tour the backyard paradise of each featured artist and then create their own “backyard paradise” online. Learning activities for use in middle and high school classrooms are also provided.

Visual Culture Workshop

www.sova.psu.edu/arted/program/vc_vfdillon

Victoria Franklin-Dillion designed this site which contains a compilation of K–12 curriculum ideas and projects on visual culture, a glossary of terms, suggested artists to study, and lists of related resources.



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