HANDHELD ART

Enduring Idea: Technology

Integrated Discipline: ELA

Unit Title: Choosy Artists Choose .Gif

Unit Designer: Lane Laney

Unit Description: Teenagers are very connected with technology—the internet, their smart phones, and trending memes. Animated GIFs have become prevalent on social media sites, and as a result, many artists are finding innovative ways to explore the medium. To demonstrate to learners that fun and exciting trends can in fact be "art," the learners will watch a brief documentary on different styles of GIF art and create their own unique cinemagraph using an iPad app. They will explore the manner in which technology has impacted art making in a series of discussions and critiques.

Images: "Stylus" (CMA 1966.84)

Untitled," Elaine Krause (1985.83.3)

Key Concept: Technology has shaped and altered the perception of what art is

Essential Question: How has the evolution of technology impacted art making?

CCSS Art:

MAHS1-1.5 Create self-led and peer-led instruction and assessment materials for
evaluating media artwork.
MAHS1-3.7 Describe the characteristics of particular media art forms and explain
ways that they convey meaning and influence their audience.
MAHS1-5.1 Describe ways that information from past and present culture has

influenced the evolution of the media arts
MAHS1-6.2 Practice legal and ethical behavior in the media arts and the use of technology.

Integrated CCSS: CCSS.ELA-Literacy.W.9-10.1a Introduce precise claim(s), distinguish the claim(s) from alternate or opposing claims, and create an organization that establishes clear relationships among claim(s), counterclaims, reasons, and evidence.

Learning Outcomes: Learners will....
- Investigate meme culture and discuss how contemporary artists utilize technology as both a subject and medium
- Write a brief but clear and supported argument about the nature of art
- Create original cinemagraphs using smartphones and/or tablets
- Evaluate their own work and the work of their peers using guiding critique questions

Motivator: Learners will begin by watching "Animated GIFs: The Birth of a Medium." Following the close of the video, the learners will look at work from Marcel Meyer, Elaine Krause, and the "Stylus" from the Columbia Museum of Art. In the format of a Socratic seminar, learners will debate how the evolution of technology has impacted both art making and the nature of art itself.

Day Breakdown: Day 1 - Motivator (see above)
Day 2 - The teacher will present images that demonstrate balance in artwork and the rule-of-thirds. The learners will look at examples of GIFs and cinemagraphs that appear to have narrative or visual trickery. After breaking into small groups, the learners will plan their cinemagraph through a series of sketches. The teacher will pass out iPads (or learners can use their smart phones), and demonstrate the Cinemagram app. Learners will begin experimenting with creating and editing in cinemagraphs based on their ideas and sketches.
Day 3 - The teacher will present a previously unviewed .GIF and ask the learners to write a clear and coherent argument about whether it qualifies as "art." Groups will meet to record and finalize cinemagraphs/gifs.

Finished cinemagraphs/gifs will be emailed to the teacher.

Day 4 - The teacher will queue up cinemagraphs/gifs on the smart board/projector/screen. Groups will present, and their peers will discuss intended meaning, mood, and processes within each artwork. After presentations are finished, the groups will evaluate their own work as well as the other works using a rubric.

Materials: paper and pencils for sketching and brainstorming, rubric handouts

Resources: Exemplars:
- "My Favourite Childhood Nightmares (Series)," Marcel Meyer

  o http://www.stonetree.de/index.php?/fotografie/my-favourite-childhood-nightmares/

- Assorted work from Reed + Rader

  o http://reedandrader.com/

Videos, Apps:
- "Animated GIFs: The Birth of a Medium (PBS Short)"

- Cinemagram tutorial: http://www.makeuseof.com/tag/cinemagram-easily-create-cinemagraphs-iphone-199/

- Cinemagram (iPhone, iPad app), Echograph (iPad app), FotoDanz (Droid app)

For a more challenging and hands-on cinemagraph creation:

- http://www.netmagazine.com/tutorials/create-awesome-cinemagraph-photoshop

Assessment: The teacher will give informal formative assessment throughout any work time. Formal summative assessment includes a rubric to be completed by each group along with a rubric with which to assess the other groups.