

The enduring idea of this lesson plan is communication. Let's start with defining and discussing how our enduring idea came to be; then introduce three artists that communicate a message through figurative language in their work. The lesson will incorporate student leading, defining, and creating their own understanding of communication by expressing a type of figurative language through a digital platform.

According to Webster's, the etymology of communication dates back to the Latin word "communicare" meaning to share and in the late 16th century the meaning developed into the modern-day translation as a "share or exchange information, news, or ideas." Communication is an important conception for students to identify and understand different forms in order to effectively interact with others throughout our world. Communication is simply just storytelling; however, it is complex by the way communication is implemented. Some examples of different forms of communication are verbal or visual, it is constantly changing, and always based on context. This lesson will engage students in thinking about communication and how to effectively utilize figurative language in visual design and seen in our culture today.

The first artist to introduce is Barbara Kruger, a recognized figure in the contemporary art community. Barbara utilizes a principle contemporary art theme of language in her work and utilizes images and text to express her message. This style of expressing figurative language and visual language through advertising and layout designer for magazines publications. Her job eventually morphed into her artwork where she took the artistic liberty to create more meaningful designs. Reproduction of Barbara's work happened in a variety of different forms from book covers, colored magazine or black-white newspaper articles, gallery or billboard size, and finally a life in perpetuity online. Barbara's work is a perfect example of the enduring idea of communication because its reached spans over the whole world.

The second artist is Kay Rosen who also contributes to the expression and discussion of language in the contemporary art world by investigating the visual possibilities. Her painting, drawing, murals, prints, collages, and video generate new meaning for words and phrases throughout our everyday. Kay utilizes the manipulation of elements of art, principles of design, materials, and typography. "SIOUX" by Kay Rosen is perfect example that adds to the discussion of communication who students by pointing the effectively use of figurative language in visual language to talk about the political atmosphere surrounding Standing Rock Sioux reservation.

The third artist is Nicholas Galanin, an indigenous artist from Alaska and belongs to the Tlingit and Unangax. Nicholas creates sculptural works and multimedia installations that reflect his heritage and utilizes language to confront colonial violence against Indigenous culture both past and present. Another perfect example of effectively communicating a message using semiotics seen in Nicholas's work is "INDIAN LAND." This work is a massive phrase erected in highly visible "Hollywood sign" letting on indigenous ancestral territory.