Create a piece of art work with the purpose of redefining or reclaiming something.

This semester we have considered the ways that messages are communicated to us, especially by the media. This assignment is going to require you to find a message that you would argue is a negative, inaccurate, or inappropriate message that is sent to you or about you. After identifying this message, create an artwork with the purpose of redefining or reclaiming this word, message, or idea.

Format:
The artwork can be in any format and any media. Innovative use of materials is encouraged. A proposal and artist’s statement will accompany the artwork. These documents should be typed and include required elements as described below:

Project Components:

PROPOSAL / ART PROJECT CHECK-IN:
- Bring at least 3 ideas about the potential solutions to the art assignment to class in the form of notes, sketches, or objects.
- Bring a written proposal, no longer than 1 pg. double-spaced, that includes:
  1. What you are redefining/reclaiming;
  2. The way(s) this word/idea/message is related and important to you;
  3. Information about the source of this message (who sends it? where/how do you receive it?);
  4. what you hope to change about the message in order to redefine/reclaim it.

ART PROJECT:
- Turn in a digital file (pic, movie, etc.) of your artwork to ELMS prior to coming to class. Make sure your last name is in the file name.
- Create a voicethread account (www.voicethread.com).

ARTIST’S STATEMENT:
- Completed artist’s statement (1 pg. SINGLE spaced) that could be exhibited beside the work that would help a curious viewer better understand the work and the choices you made in its construction. The artist’s statement should also include information from the proposal.

COMMENTS:
- Create a voicethread account at www.voicethread.com
- View the voicethread
- Leave at least 3 comments on your classmates’ work.

Help!:
I acknowledge that this assignment is broad and abstract. This challenge that I am posing to you is based on my observation that many postmodern artists are currently doing this very thing in their work. The following examples may provide more concrete examples of ways artists are reclaiming and redefining, and might be helpful as you consider the assignment.

Examples of artists redefining and reclaiming:
She’s so articulate: Black Women Artists Reclaim the Narrative (http://www.weta.org/video/individual/She%27s+So+Articulate:+Black+Women+Artists+Reclaim+Narrative)
Disability: Reclaiming Self Through Art http://stripe.colorado.edu/~riverag/disability.html
Li, Shih redefine ‘Asian,’ ‘Artist’ http://www.tuftsdaily.com/1.778481
Artist Lady Pink Redefines ‘Statuesque’ http://nymag.com/daily/entertainment/2008/03/lady_pinks_a_lovely_entrapment.html

Scoring Criteria (5 points each):
- Project Proposal is clear and displays evidence of sufficient consideration and planning.
- Artwork redefines or reclaims a message, idea, or word.
- Statement about the artwork provides an explanation of the piece and rationale describing the artist’s choices.
- Student offered substantive comments during the in class critique as well as via voicethread.