RLP-STUDIOB · RLP Advanced Studio Art B — Illusion, Landscape, Message and the Sustained Investigation

Unit 3: Art With a Message: Symbols, Posters and Social Issues

Practice Workbook. The same problems, in the same order, as the Practice sections of the online lessons.

Name _____ Period _____

Lesson 3.1 — Political, Narrative, Descriptive, Symbolic: Art That Speaks

FLUENCY

1. Define the four strategies: descriptive, political, narrative and symbolic art.

2. Match each work to its main strategy: (a) Daumier, *Rue Transnonain*; (b) Goya, *The Disasters of War*; (c) the Shahnama folio "The Feast of Sada"; (d) the Akan geometric gold weight.

3. Define *allegory* and *genre painting*, with the lesson's example of each.

APPLICATION

4. Why does the lesson say the plain, close description in Daumier's *Rue Transnonain* "is its argument"? How did the medium help?

5. Goya made the *Disasters of War* etchings during the war in Spain after Napoleon's invasion, but they were published in 1863. Goya died in 1828. How many years after his death were they published, and what does the series argue?

6. In Bingham's *The Verdict of the People* (1854-55), who in the crowd had no vote, according to the Saint Louis Art Museum, and how does that make the painting both narrative and political?

7. Posada's broadsides and Kollwitz's prints were both made for wide audiences. What does each museum say about why the medium suited the audience?

CHALLENGE

8. Make one claim about Posada's impact on what a society saw or believed, as Cn11.HSIII requires, and give two pieces of evidence from the lesson.

REVIEW

9. Review (Lesson 2.1): Bingham's *Raftsmen Playing Cards* and *The Verdict of the People* both carry arguments. State each argument as the Saint Louis Art Museum reads it.

Lesson 3.2 — Stepping Stones: Symbols of Peace on Stone

FLUENCY

1. Name three words or characters for peace or harmony from the lesson and their languages.

2. Define *installation*, *primer* and *sealer*.

3. State the course's unity-line standard.

APPLICATION

4. Using the lab sheet's formula, how long is a path of n 12-inch stones with 1-inch joints? Compute it for 4 stones and for 6 stones.

5. A person 5.5 feet tall stands about 3 feet from a stone on the ground. How far are their eyes from the stone, and how wide should the smallest strokes be by the course guide of at least 1 inch per 10 feet?

6. A student who is not part of a particular Indigenous nation wants to paint one of its sacred designs. What does the lesson advise, and which standard applies?

7. List the safety and environment rules for the stone: getting it, lifting it, priming and sealing it, and cleaning up.

CHALLENGE

8. Laumeier Sculpture Park opened on July 7, 1976, after Ernest Trova gave 40 artworks to St. Louis County. Explain how it changes the experience of a landscape, and write a two-sentence installation proposal of your own that does the same on a small scale.

REVIEW

9. Review (Lesson 3.1): which of the four strategies does a stepping stone of peace symbols mainly use, and why does that strategy suit a small object seen from above?

Lesson 3.3 — How Images Persuade, and How the Press Covers Art

FLUENCY

1. List the four features of Toulouse-Lautrec's *Moulin Rouge, La Goulue* (1891) that the lesson uses to analyze it as a persuasive image.

2. Define *press release* and *review*, and state how their purposes usually differ.

3. Name the five points on which you compare media accounts of an exhibition.

APPLICATION

4. Compare the Option C press release and newspaper review of *Ground Water* on purpose and judgment.

5. What does each Option C account say, or leave out, about how the show is installed (presentation, Pr5.HSI)?

6. What evidence does the lesson give that Lautrec's poster worked on its audience? Suggest one kind of evidence you could gather for a contemporary image.

7. The radio segment mentions a nine-year-old who went straight to the textile piece with dried river mud. What kind of account is this, compared with the other two, and what does it offer that they do not?

REVIEW

8. Review (Lesson 3.1): Lautrec's poster and Posada's broadsides both reached a wide public. What did each combine to be read quickly?

Lesson 3.4 — The Poster Campaign: Headline, Image and Hierarchy

FLUENCY

1. What are the four parts of a communication strategy?

2. Describe the three levels of a poster's visual hierarchy.

3. Give four of the workshop's typography rules.

APPLICATION

4. The technique sheet's rule is at least 1 inch of cap height per 10 feet of viewing distance. What cap height does a headline need to be read from 10 feet? From 25 feet? If cap height is about 0.7 of the type size, about what point size gives a 1-inch cap height (72 points = 1 inch)?

5. The main poster is 11 x 17 inches with a 0.75-inch margin all round. What is the live area? If the file is 3300 x 5100 pixels, what resolution is that in pixels per inch?

6. In the *Macbeth* example, the grandfather could not read the date from ten feet. Diagnose the problem with the hierarchy and describe the fix.

7. Write a four-line communication strategy for a poster for a library story-time event (audience, message, action, tone), and describe one single strong visual idea for it.

REVIEW

8. Review (Lesson 3.3): which features of Lautrec's La Goulue poster does the workshop ask you to borrow for your own poster?

Unit 3 checkpoint

1. Which strategy dominates Daumier's Rue Transnonain, on April 15, 1834?
   A. Symbolic
   B. Descriptive: bearing witness
   C. Narrative fantasy
   D. Decorative
2. True or false: Goya's Disasters of War were published in 1863, decades after his death, and present war itself as the disaster.
3. According to the Saint Louis Art Museum, whom do the women on the balcony and the African American man in The Verdict of the People stand for?
   A. The winning candidates
   B. People who had no vote at the time
   C. Bingham's family
   D. Foreign visitors
4. An image in which figures represent abstract ideas, such as Truth or Justice, is an _____.
5. How long is a path of five 12-inch stones with 1-inch joints?
   A. 60 inches
   B. 64 inches
   C. 65 inches
   D. 72 inches
6. True or false: Primer and sealer for the stepping stone may be sprayed indoors if the windows are shut.
7. Why are the crowd and male dancer in Lautrec's Moulin Rouge, La Goulue dark silhouettes?
   A. Lautrec ran out of color
   B. They frame the brighter, detailed dancer so she dominates
   C. They represent night
   D. They were added later
8. A press release calls a show "landmark" and a critic calls it uneven. What is the best conclusion?
   A. The release is lying
   B. They serve different purposes, promotion and evaluation, so compare their evidence and criteria
   C. The critic missed the show
   D. Only the release matters

9. The planned order in which a viewer reads the parts of a design is its visual _____.

10. By the course guide of 1 inch of cap height per 10 feet, what cap height does a headline need for a 30-foot viewing distance?
    A. 1 inch
    B. 2 inches
    C. 3 inches
    D. 30 inches

11. True or false: A poster campaign uses no more than two typefaces, with strong contrast of size or weight between headline and information.

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