Visual Culture and The Communication Society

Sydney Barton and Kate Millen
Visual Culture Jam: Art, Pedagogy, Creative Resistance
David Darts

- Chair of the Department of Art and Art Professions at NYU and Artist
- Dean of Arts at NYU Abu Dhabi
- His research focuses on the overlaps between contemporary art and media, technology, education, and democracy
- Darts is also Curatorial Director of Conflux- art and tech fest
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- Looking back in time, we can see the ties between art, power, culture and politics
- In the past, those in power employed the use of “arts to venerate their victories, reinforce their power, and intimidate and malign their enemies.” (P.1)
- Monuments have been built in recognition or to confront states symbols of power ie. The Goddess of Democracy monument.
- We have often times, in history, bridged politics and entertainment
- “By exposing their students to this work; art educators can begin to challenge disenfranchised conceptions of the social role and political function of art with their students.” “ If art education is to empower students to perceive and meaningfully engage in the ideological and cultural struggles embedded within the visual, art educators will need to first render these struggles visible.” (p.7)
- Introducing students to work that reflects on social issues allows for students to reflect deeply into their everyday visual experiences.
Freedman (2003) explains that, "[w]hen students develop a deeper understanding of their visual experiences, they can look critically at surface appearances and begin to reflect on the importance of the visual arts in shaping culture, society, and even individual identity."

Due to new technologies and commercialism, culture jamming has made a comeback in the last couple of years.

"...the fundamental right to respond to culture through artistic and creative cultural critique is one of the primary mantras of the culture jamming movement." (P.10)

"Tavin (2002) explains that, "art educators have an urgent and necessary responsibility to help students develop critical, reflexive, and meaningful approaches to interpreting, critiquing, and producing images, objects, and artifacts from visual culture." (p. 47)."

"Theorists agree that, for these types of interventions to be effective, they must include critical forms of creative production. For culture jammers, these acts of creative resistance are a critical response to what they see as the insanity of consumer culture." (p.12)

Students become less of a spectator of art and more of an active player or maker of art.
Creative Resistance

- Cultural resistance is the use of arts, literature, and traditional practices to challenge or fight unjust or oppressive systems and/or power holders within the context of nonviolent actions, campaigns and movements.
- Also called activist art
Activist Art

Shepard Fairey

Shing Yin Khor
Culture Jammer

- Social movements to disrupt or subvert media culture and its mainstream cultural institutions, including corporate advertising. It attempts to "expose the methods of domination" of a mass society to foster progressive change. These works illustrate truths of adverts.
- "...the concept 'itself dates back to the suffrage and avant-garde movements of the early 20th century." (p. 8)
Three Approaches to Teaching Visual Culture in K-12 School Contexts
Karen Keifer-Boyd

- Writer, artist, and professor of Art Education and Women’s Studies at Penn State University
- A lot of her artwork and pedagogy reflects her interest in visual culture, specifically focusing on the influence of technology in society
Patricia M. Amburgy

- Writer and professor at Penn State University
- Has several published research articles in many education journals such as Research and Policy in Art Education (2004), Women Art Educators V: Conversations Across Time (2003) and Framing the Past: Essays on Art Education (1990)
- Member of the Pennsylvania Art Education Association, the National Art Education Association and the History of Education Society. She was associate editor of The Pennsylvania Art Educator, a journal of PAEA, from 1989 to 1994.
Wanda B. Knight

- Associate Professor of Art Education, African American Studies, and Women’s, Gender, and Sexuality Studies at Penn State College of Arts and Architecture
- Has taught k-12 in public schools, was an elementary and secondary school principal, and worked as a registrar and curator for an art museum
What is “Visual Culture”?

“The term visual culture is a way of calling attention to visual qualities as important components of cultural practices and includes non-exhibited dimensions of meaning such as context and power.” (Amburgy, 45)

Terminology: Art, visual culture, material culture, media studies, visual studies, art education, etc
“Perception is never passive, nor neutral. Images do not “flood in, essentially without error” as the empiricist philosophers of the 18th and 19th centuries believed (Gregory, 2001, p57). Perception is active interpretation, or making meaning. In other words, what we SEE is not primarily based on sense stimulus, but on past knowledge, situational contexts, and cultural narratives.”
Video - Visual Culture Online: PBS

https://www.youtube.com/watch?v=JL7R9CjkhjY
1. As educators what is our role in teaching visual culture?
2. How do we introduce activist works into our classrooms and how can we support our students in speaking up about issues in today’s society through art?
3. How do you interpret the term visual culture, what does that include?
Activity

Create a Meme!

Using your cell phone or laptop, go on makeameme.org and make a meme that discusses either, social commentary, personal expression, or current issues in society.
When you live in a society that is deliberately putting the masses through systematic suffering while feeding the public constant distractions and you are in a generation that can only make memes as a way of public outcry of inner turmoil because you feel powerless against the social constructs that enslave us all.

describe the USA in four words

Coca Cola, sometimes war
More Reference Images

Dog Daddy
@dog__daddy

Got a tattoo of all the people I like more than my dogs.

What girls feel like when someone says “you look so much like your dad”
Citations

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https://www.thoughtco.com/culture-jamming-3026194

https://www.thecreativeresistance.us/