Visual Culture Assignment

National College of Art and Design

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1. What is the theme of the exhibition?

The theme of my planned exhibition with 5th year students will be titled 'Aspects of me'.

There is no better time than during teenage years to build self-appreciation and a sense of identity. My students will explore many aspects of identity other than the image of the face, carrying out a number of 'self-portraits'.

Students will create multiple pieces of work using different media throughout the project and explore abstract representation of their own identity. The work will be exhibited in groups according to medium and presented as table settings. This concept represents a traditional element of everyday routine and a sense of place for each student.

Students will have the opportunity to use batik, clay, paint and print as media to best represent their self-exploration and expression. Each medium will have a brief relating to the theme.

Students will be asked to articulate themselves in a positive way in the form of a batik with selecting adjectives that best represent themselves when they feel on top of the world. Individuals can use two dyes maximum for this mini-project and will have handwritten words in wax with a dyed background as a result.

Often, we can identify with objects that we surround ourselves with and students will explore this form of identity using clay as a medium. Only tints and tones will be permitted as decoration to accentuate tone and form in these chosen and recreated objects.

Exploring the body in an abstract way, students will measure themselves with a piece of string. I will offer different thicknesses and textures of string for the students to chose from. They will then measure their bodies in diameter and can play with wrapping the body. The string will then become a form of identity as it is the measurement of each student and will be arranged to one's desire in the form of a two-tone colour gradient monoprint.

To recognise and build a sense of place, students will use paint to represent their most cherished space. This could be a landscape, a bedroom, an imaginary space or an internal space. There will be options to add figures and objects of significance to enhance the sense of peace.

Students will also have the opportunity to write a short speech of minimum three sentences and maximum of five describing their artwork and why they chose such an object. Each student will be recorded while vocalising this phrase and each piece will be allocated into a video presentation and shown at the exhibition. This will give voices and explanations to the objects shown at the exhibition.

Although the theme is personal, the project is very much based on collaborative work, with how the work will be shown as well as the video work. At the exhibition, an participatory element will be added in order for the public to take part in the process. An empty wall with a small table presenting sharpies and yellow post-its will prompt people to engage in the artwork and add to another element of the exhibition. A sign will read 'Articulate your best self, what word/s would best describe and represent you and who the best version of yourself is?' and the public will add post-its to the wall and contribute to the entire exhibition.

2. What permissions do you need?

I will need to ask for permission from my cooperating art teacher or teachers. I will seek permission and advice from the 5th year head teacher as well as the vice principal and the principal for the exhibition to go ahead in terms of opening the school late and timetabling. In terms of layout and moving furniture, I will need to seek advice from the school handyman. In order to record student's voices and bring them on campus after school hours, I will seek permissions from the parents. I will also be hoping to document the event with a photographer, so I will need permission from parents to photograph the pupils.

3. What is the occasion that the exhibition is planned for?

As we ease out of lockdown and into our old routines, it is important to remember how far we have come. We are not the same individuals as before the pandemic and it is important to recognise that. The exhibition will be held on Thursday the 7th of April, before we break for Easter. This will give 5th years sufficient time to study for exams when they come back and it will be enough time to create all the artworks from January with mini projects.

4. Pick a date and book the space.

The exhibition will be held in the General Purpose Area at Newpark Comprehensive School, Blackrock. The opening ceremony will commence at 7pm sharp with a short speech from the principal and Dr. Abigail O'Brien, the RHA President, to open the exhibition. The exhibition will officially end at 9pm.

5. Poster.

The advertising poster will be minimal with only relative information to maximise legibility and clarity. I will use bright and complementary colours to catch the viewer's eye and use a balance of negative space to ease communication. I will include an image of a place setting to intrigue the viewer and hint what the presentation will look like at the show.

6. Where/how are you going to display the work, draw a simple plan.

The exhibition will be held in the General Purpose Area (GPA) at Newpark Comprehensive School. The GPA is a large hall approximately 500m2. The area generally has long tables for students to sit at for during lunch, a projector attached to the wall, white walls and large windows. We will only use 4 long tables and dedicate one type of media to each table, presenting each artwork as a place setting. There will be 16 works of art for each medium. Each table has 12 seats built in and 4 extra stools will be added with two on each end. Each piece of work will have its own place in the exhibition this way.

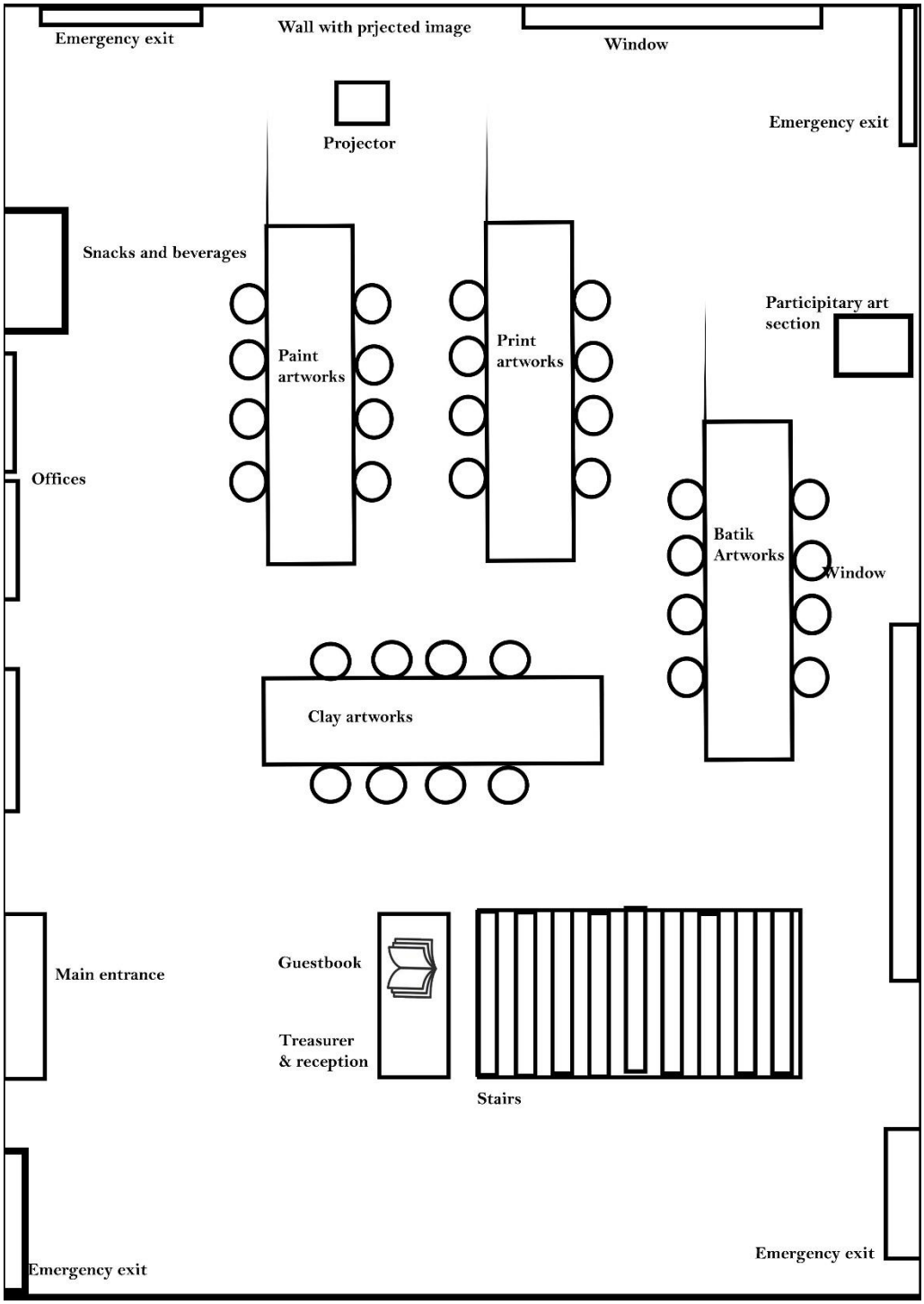
Tables will be placed in line with ceiling lighting to create a focus on the artworks. These overhead lights as well as dusk daylight will be the only source of light to best see the projection and create atmosphere.

Prints will be framed and standing upright, paintings will be on stretched canvas and standing upright, clay sculptures will be standing upright and arranged by the pupils. Finally, the batik pieces will be framed and mounted.

A projector on a white wall playing a video (photographs of objects taken by students with voice over of each participant describing their self-portrait artworks) on loop. This will be placed at the far end of the GPA. This is also where the speakers will stand when opening the ceremony.

Snacks and drinks to be shared at a table to the left of the projection. These will be complimentary and supplied by 5th year Home Ec. Small crackers with cream cheese, pate and veg will be served along with small tea cakes and glasses of sparkling water and cordial.

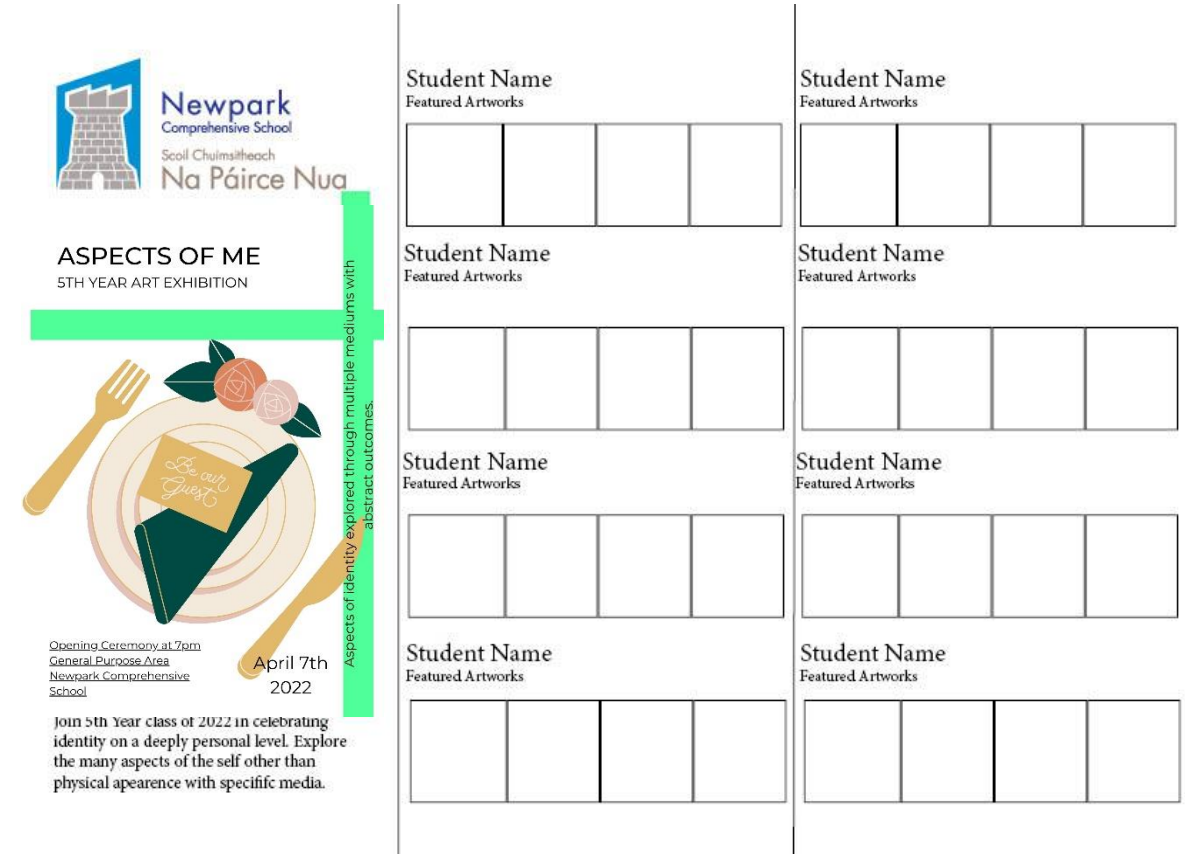
There will be a guest book at reception desk at the entrance to the GPA and in front of the stairs. Catalogues will be available here as well as the opportunity to buy any artworks from treasurer. There will be a float of 60 euro as well as the option to send money to a PayPal or a Revolut account. If anyone wishes to buy works of art, they are all priced at 30 euro each.



7. Consider catalogue or list of participants, labels.

A catalogue will be available at reception. Guests can identify artists behind the artworks throughout and take these home. Each medium will be presented on screen along with a description from the artist. There will also be small cards placed in flower vases as ornaments on the tables in the middle explaining the meaning behind artworks in short and clear phrases. More explanation will be available in card form on the tables, guests can take a business card sized piece of information, explaining the artwork in detail.

Side one:



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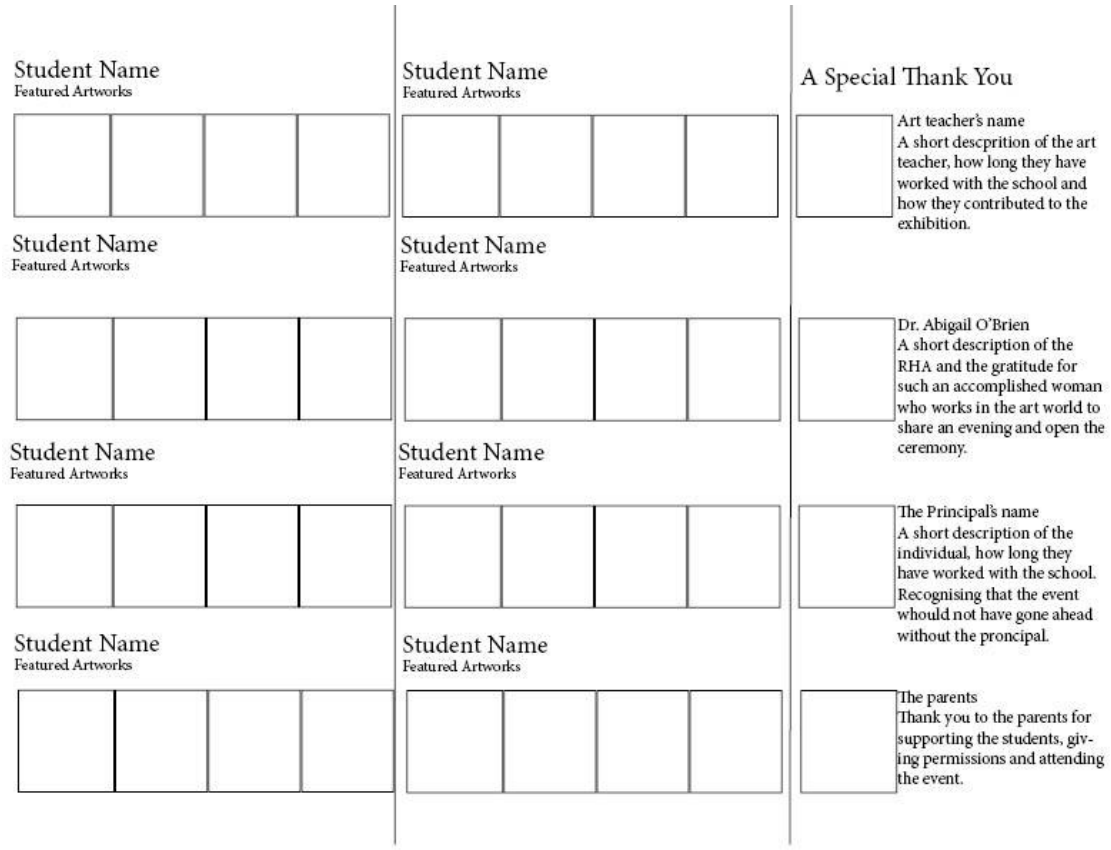

8. Advertising/sponsorship – cost of display, who pays?

In order to build publicity, we will contact the local radio stations and ask them to announce the exhibition live. We will also ask reception to make a reminder on the school app for all students. We will post on every social media platform the school has and I will ask the students to share the posts on their social media platforms. Posters will be put up in the school and students will be given a small amount to give to friends and family.

The students will link with Home-ec and ask them to help out with a fundraising bake sale. Parents and teachers will also be encouraged to help out with this. There will also be a thrift shop in the GPA to raise money where students can hold stalls and sell second hand clothes during lunch.

Students in my class will also be given sponsorship forms for friends and families with the opportunity to win a 50 euro One for All voucher for any donations above a fiver.

Batiks and prints will be framed which will cost money so best to source these, snacks and flowers from discount stores.

9. Who is your target audience, parents/fellow pupils/others?

My target audience will primarily be fellow students of the artists, friends and family. I also hope to see past pupils, staff members and the general public. I will write to the local newspapers, inviting them to come along and publish a piece on the event.

Photographer – Arron Cahill aroncahill@gmail.com

Local newspaper – **info@independent.ie,** news@dublingazette.com

Radio station - **contact 98FM**: info@**98fm,** anne.kennedy@**eastcoast.fm**

10. Who will open the show?

I, myself will open the show and welcome everyone. I will then introduce the principal who will say a few words and hand over to the guest speaker, Dr. Abigail O'Brien. Abigail will be able to give students an insight to the world of art outside school and the possibilities that are available.

11. If it's a selling exhibition, who is in charge of sales?

I will choose 6 trustworthy students to alternate shifts throughout the night at the reception desk. They will oversee sales and offer catalogues. These students will be able to document their contribution to the event on their CVs. Students from Home-ec will also be able to document their participation on their CVs.

12. How would you measure the success of an exhibition?

I hope for at least 50 entries in the guestbook. I will measure success by how many works of art are sold, I think any sale is a triumph.

This will be a fun and different activity for them to engage in and the whole experience in organising an event will be a valuable experience. I will ask all of my students to engage in conversation with the guests and reflect on their engagement next lesson. I will also ask my students to reflect on the entire exhibition, what went well and what could be better.

References

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