Joslyn Art Museum

Comprehensive Study Lesson Plan

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1st Semester – Art of the American West

Focus: N.C. Wyeth and his Untitled (Illustration for Fisk Cord Tires Advertisement, 1919)

Objectives:

• Study the importance of N.C. Wyeth in the field of illustration.

• Learn how fine art, advertising and graphic design relate to each other, especially throughout history.

• Discover how the world of advertising has changed from the early 1900s to today through various hands-on projects.

• Understand the importance of tires to the transportation industry by studying the science of tires and researching data.

Instructional Strategies that Strongly Affect Student Achievement – Robert J. Marzano

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Resources: Check out the Teacher Support Materials online, and [http://www.joslyn.org/education/teachers](http://www.joslyn.org/education/teachers) for additional resources

Suggested Materials: Wyeth’s framed reproduction or reproductions of his painting for Fisk Cord Tires, copy of original advertisement, creative brief worksheet, graph paper, transportation-related magazines, camera

Vocabulary: advertisement, creative brief, data, graphic design, illustration, mathematic graphing terms, meter, rubber, timeline, tire

Procedure:

• **Engage:** Working Words. Show students a copy of how the Wyeth’s painting was used in the Fisk Cord Tires advertisement. Have them pull out the key words and discuss if they may be used in tire ads today. Briefly show them tire advertisements today to see if those words appear.

• **Art Talk:** Persuasive Piece. Have students consider the question – Is an illustrator a valid career today? How has the field changed over the years? Are illustrators artists? Students should choose sides and argue their point. Discuss similar careers such as graphic designer or anime artist.

• **History:** Who was Newell Convers Wyeth? Refer to the talk presented by Spencer Wigmore or the docent tour led by Beth Howard at the September 2011 Thursdays for Teachers. Also refer to the Bibliography and Webology in Teacher Support Materials for additional information.

• **Aesthetics:** How did the painting go from canvas to print? How did the image change? Students should discuss how the worlds of fine art, advertising and graphic design intertwine in history. Refer to the workshop presented by graphic design instructor Jim Wolf at the September 2011 Thursdays for Teachers.
• **Production:** Have students bring a product that was purchased from a store, then using the creative brief exercise, develop an idea for a sketch of an advertisement for this product. Using Wyeth as inspiration, create a finished illustration. Refer to the workshop presented by graphic design instructor Jim Wolf at the September 2011 Thursdays for Teachers. The Creative Brief can be found on the Teacher Support Materials website.

• **Other:** Advertising today. Have students create an ad for Wyeth’s market/time period (option to use the illustration created in Production). Talk about key components of advertising in the early 1900s and then have students bring the ad up-to-date.

• **Close:** Working Words, part 2. Taking the words pulled from the Fisk Cord Tires advertisement, create an ad for tires today. Take photos to illustrate the ad and share the finished product with peers.

**Extensions:**

• **Cultural Connections:** Trace the history of the tire. When did tires first make their appearance? Compare tires of Wyeth’s generation with tires today. When did they change? How did they change the transportation industry?

• **Fine Arts 1:** Illustrated timeline. Have students choose a product (i.e. a tire, phone, radio, etc.), and then have them create an illustrated timeline to show changes the product underwent during a 100 year time span. Students may illustrate it with hand drawn works, collage-like materials or a creative combination of both.

• **Fine Arts 2:** Have students listen to Ferde Grofe’s *Grand Canyon Suite* which includes movements *On the Trail* and *Cloudburst*, or Aaron Copeland’s ballet music for *Rodeo and Billy the Kid*. Students should consider how these pieces sound “American.” Option: Do a tandem activity combining art and music with the study of the opening of the west.

• **Language Arts 1:** Share Vachel Lindsay’s poem *The Santa-Fe Trail* with students. While students listen to the words, have them think about the words and feel the rhythm of the poem. Poets use meter in many ways, and consider how Lindsay uses meter in this poem about the first automobiles. Determine which words receive emphasis to create a strong beat and meter. Why do you think some people consider this to be a “jazz” poem?

• **Language Arts 2:** Wyeth typically did not title his illustrations, but looking at the advertisement, you can see Fisk Rubber Company gave it the title “Fisk Cord Tires Civilize Savage Trails.” Ask students what they think about the title. Then have them come up with alternative titles. Option: Discuss the potential meaning of the title and about how it may be considered disrespectful.

• **Math 1:** Data analysis. Have students collect data through a select decade or decades on two or more of the following: a) number of cars, b) population of the USA, c) cost of cars, d) cost of tires, e) population of Native Americans, f) average number of miles traveled. Once data is collected, show it in a pictograph, pie or line graph chart. Compare and contrast two of the above using graph paper. Finally, students should create a conclusion on the data.

• **Math 2:** Reading tires. Show students images of tires and teach them how to read the numbers on the tires that relate to the radius of the tire. Create problems using various tires to have students solve, for example the circumference of the tire to determining how much of the tire is rubber. Using Wyeth’s illustration, determine how today’s basic tires compare to those using in the early 1900s in terms of a ratio of rubber to rim components.

• **Science:** What is rubber, and how does it become tires? Have students study the science behind tires. Discuss how they have evolved over the years. For example, manufacturers added sulfur to tires so they may handle temperature changes.
FISK CORD TIRES

For the Long Trip the right tire selection is not an incidental matter.

It is essential that the car be as amply cushioned as possible against road shocks, in order to save the occupants from fatigue, to safeguard the delicate mechanism of the chassis, to minimize gasoline consumption and to avoid delay.

For touring or daily traveling the Fisk Cord offers all that can be built into a tire of comfort, convenience, mileage, economy and safety. Its substantial, clean-cut beauty is the final word in tire attractiveness, in keeping with the most finished appointments of any automobile.

Made with both Ribbed and Fisk Non-Skid Treads
Exercise – Writing a Creative Brief

What Is a Creative Brief?
Advertising agencies, graphic designers, and other creative professionals often use a creative brief to help define the critical parameters of a design project. Creative briefs are sometimes written by the client who has hired the creative professional; if the client isn’t familiar with writing one, the creative professional(s) will “interview” their client to get the necessary information.

A creative brief will provide a road map to the team working on the project. It helps them focus on relevant information, key objectives, and ultimately, identify the goal(s) of the design project, as well as what deliverables would be most effective in achieving those goals.

Exercise
In a real world situation, much of the information on a creative brief would come from the client. But, for this exercise, you’ll play both client and creative professional, and make up answers for your fictional client.

Who is the Client?
What’s the name of their company?

Are they national? Regional? Local?

What differentiates this company from its competitors?

What Does the Client Want to Achieve?
For the exercise, you’ll all use the same goal: increase sales through an advertising campaign

What Are the Product Features & Benefits?
Feature:

Benefit:

What Are Some Adjectives / Key Words That Go with the Product?

Where Are the Best Places to Reach the Target Audience?
Online? Magazine Ad? TV Commercial? In-Store Promotion?

Who is the Target Audience?
Age Range: Gender:

Profession: Income:

What do they value? Brands they identify with: