

Visual Arts Week 2 Task

Appropriation

Goal of this activity:

The goal for this activity is for you guys to create your own appropriated artwork. You are going to choose a famous artwork that you like, do a bit of research into that artwork so that you have that background knowledge and then change that artwork to reflect who you are. Finally, you are going to write a short artist statement explaining how and why you changed the original work the way you did.

What is appropriation?

Appropriation in art is the use of pre-existing objects or images with little or no transformation applied to them. In the visual arts, to appropriate means to properly adopt, borrow, recycle or sample aspects (or the entire form) of human-made visual culture. Notable in this respect are the Readymades of Marcel Duchamp.

What is the difference between appropriation and plagiarism?

As a rule of thumb, a found (re)source image (one you found on the web instead of taking yourself) must be at least 65% changed to be considered an appropriation rather than plagiarism. Artistically, appropriation simply means to take a source image that is not your own and change it SIGNIFICANTLY to suit your own personal vision. Plagiarism means to directly copy something from someone or somewhere else.

Why do artists appropriate images?

Some reasons why artists appropriate images include:

- Artists who appropriate want the viewer to recognise the images they copy. They hope that the viewer will bring all of his original associations with the image to the artist's new context. Example: turning Henry Matisse's *'A Sunday Afternoon on the Island of La Grande Jatte'* into a war zone, instead of the peaceful image of people walking around a park during summer.
- They may want to bring attention to a social, political, or cultural issue. Example: filling Katsushika Hokusai's *'The Great Wave of Kanagawa'* with rubbish and dead fish to point out what modern humans have done to the world's oceans.
- They may just want to destroy something that society holds in high regard. Example: Marcel Duchamp's *'L.H.O.O.Q'*, which has the Mona Lisa with a moustache drawn on her and the acronym 'L.H.O.O.Q' underneath it. This roughly translates to 'She has a really hot ass'.

There are a lot of other reasons why an artist may want to copy someone else visual imagery.

Try to think of some other reasons and list them in your VAPD.

How artists appropriate:

Artists appropriate images in many different ways. Some of these ways include:

- Destroying a copy of the work
- Adding things that would not have existed when the original painting was created. Example: giving the Mona Lisa a smart phone or putting a satellite in the sky of Van Gogh's *'Starry Night'*.
- Changing the ethnicity of the people or figures in a work. Example: changing God and his disciples in Da Vinci's *'The Last Supper'* from predominantly light skin tones to mostly dark skin tones.
- Making the main figure in of work someone different. Example: recreating Andy Warhol's *'The Marilyn Diptych'*, to feature one of the Kardashians instead of Marilyn Monroe.
- Using the visual imagery of a famous brand but changing it to say something else. Example: using the aesthetics of the Coca-Cola label, but with the word 'Capitalism' inside of Coka-Cola.
- Changing the colours of a work to the opposite of the original.

There are a million different ways to change an image to fit the message or aesthetic that you are trying to achieve. Try thinking of a few yourself before you and list them in your VAPD.

[Here are some examples of appropriated images/ artworks and there originals:](#)



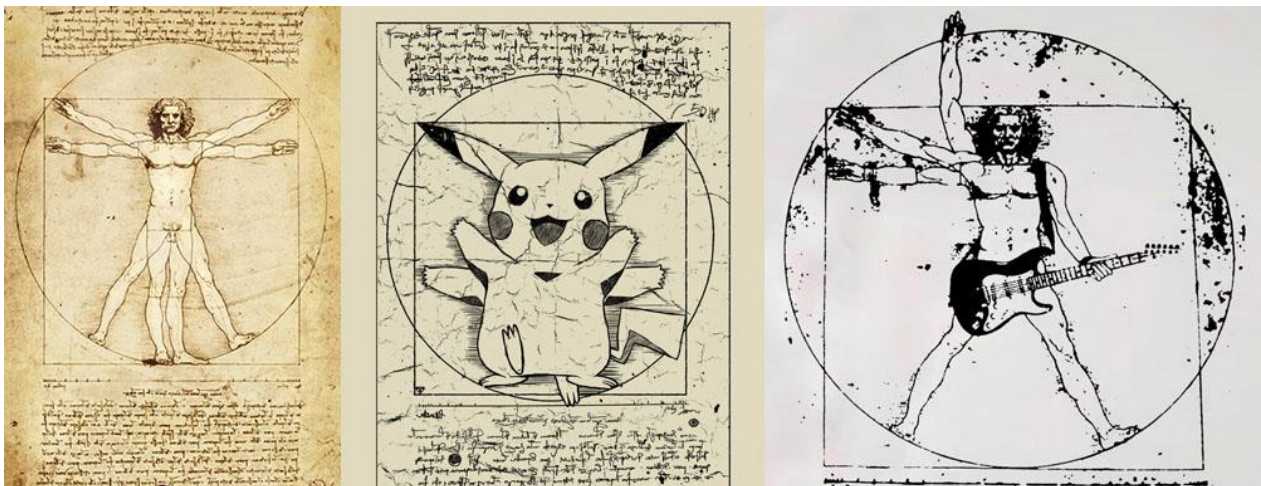
Original: Rene Magritte, 'Son of Man', 1964



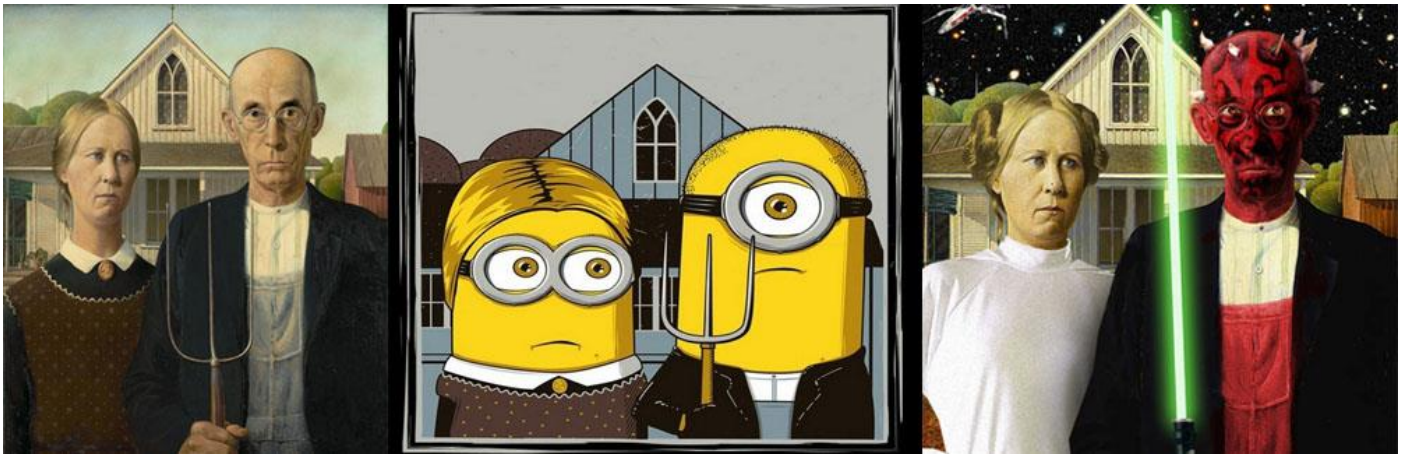
Original: Leonardo Da Vinci, 'Mona Lisa', 1506



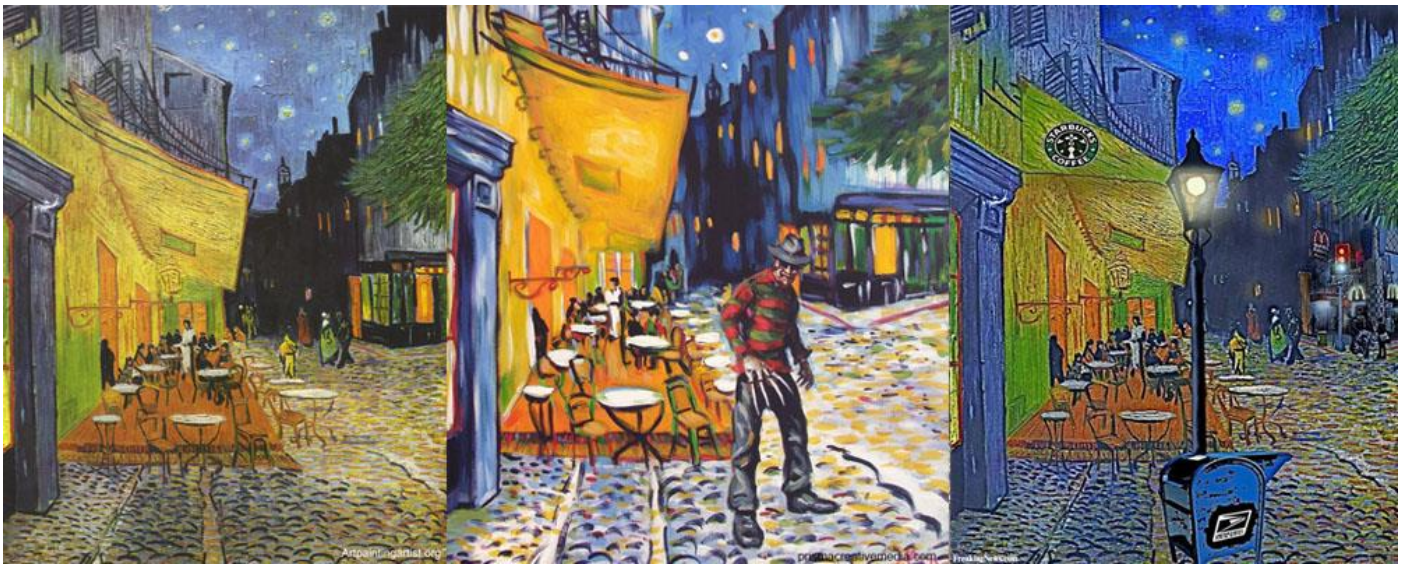
Original: C.M. Coolidge, 'Dogs Playing Poker', 1903



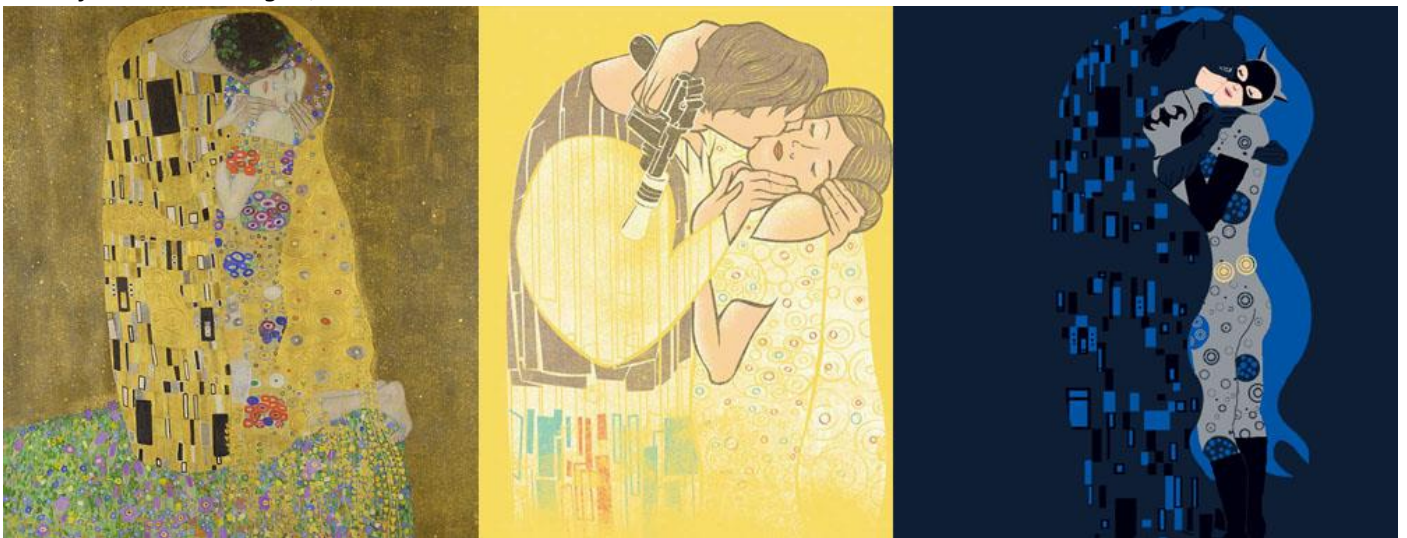
Original: Leonard Da Vinci 'Human Proportions', 1492



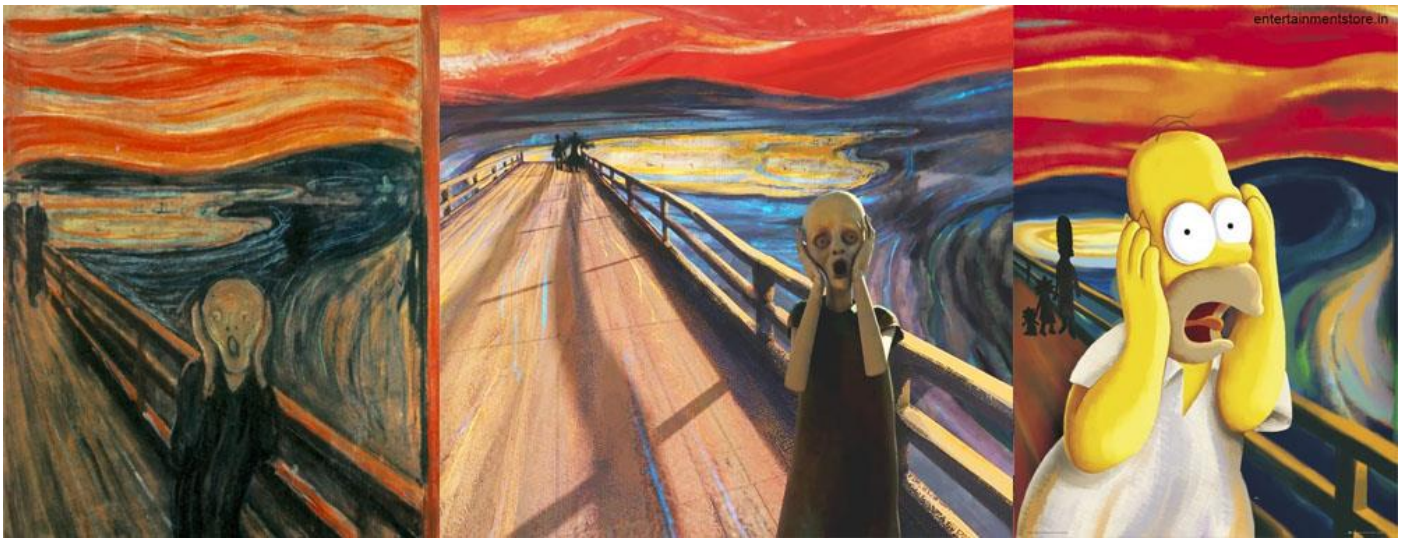
Original: Grant Wood,
'American Gothic', 1930



Original: Vincent Van Gogh,
'Café Terrace at Night', 1888



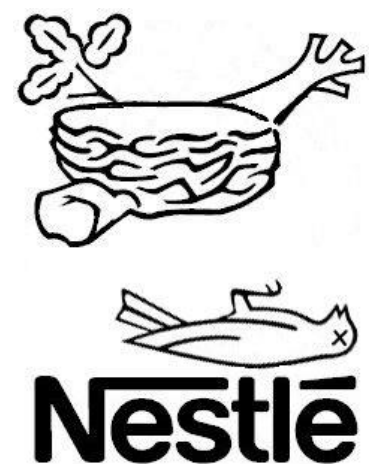
Original: Gustav Klimt, *'The Kiss (Lovers)'*, 1908



Original: Edvard Munch, 'The Scream', 1910



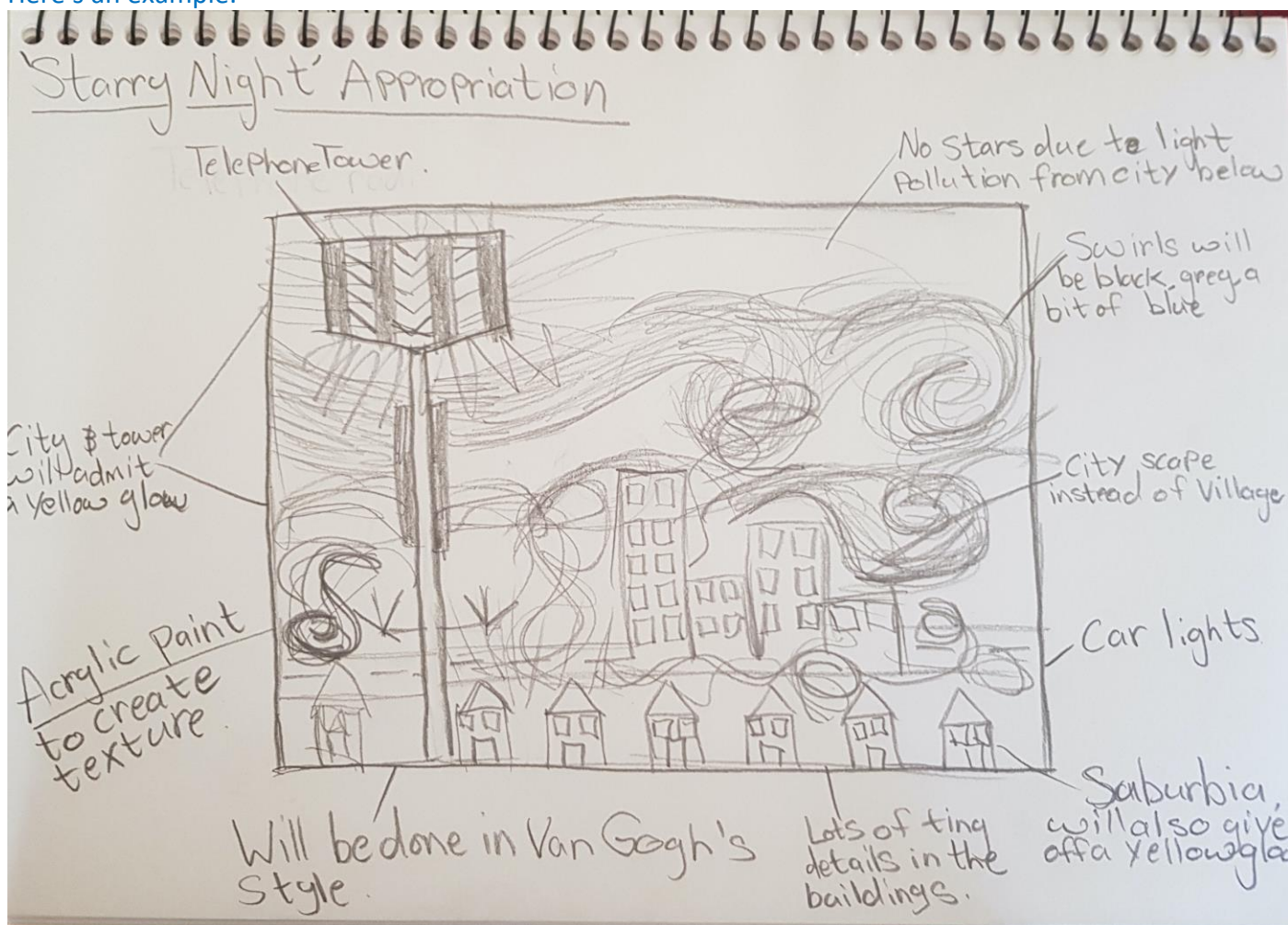
Original: Ai Weiwei, 'Han Jar', 1995



Instructions:

1. First thing you need to do is figure out what image or artwork you want to appropriate and do the **'Appropriated Artwork/ Image Research Template'**. By doing this first you will have some background information about your image, which will help you to form your ideas about how you are going to change it.
2. On the paper provided or in your VAPD you are then going to draw a sketch and annotate a sketch of what you are planning to do with your chosen image or artwork. Your annotations will need to be detailed and include things like;
 - what is going to be changed
 - what is going to stay the same
 - what effect you hope your changes have
 - what medium you are going to do your work in
 - whatever else you think might be important

Here's an example:



3. After you have figured out what you are going to do write your **'Artist Statement'**, located at the bottom of the research template.
4. Then on the paper or provided or a page in your VAPD create your artwork. As always I suggest drawing it up in pencil first and the colouring it in. You can use whatever medium you have on hand at home to colour your work.
5. When you have finished make sure you submit each section of your work to the appropriate place in the 'Classwork' section of your Google Classroom. This will involve taking photos of your final artwork and planning sketches.

